

A stylized, light brown map of North West Cambridge is positioned on the left side of the page, partially overlapping the dark brown background and the light blue background at the bottom. The map shows the irregular shape of the area, including the River Cam and surrounding land.

# NORTH WEST **cambridge**

Statement of Community Involvement  
September 2011



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## **1. Introduction**

- 1.1. This Statement of Community Involvement has been prepared on behalf of the University of Cambridge (the Applicant) to accompany the suite of information submitted for the planning application for the Proposed Development. This document sets out the ongoing community engagement and stakeholder consultation process.
- 1.2. This document outlines the process that the Applicant has undertaken in order to progress the Proposed Development and illustrates the use of a masterplan as a tool for establishing development parameters which ensure the development is robust and will encourage mixed and balanced communities.
- 1.3. The structure of the Statement is as follows:
  - Section 2 outlines the context of the planning application.
  - Section 3 outlines the planning policy context for undertaking community and stakeholder consultation.
  - Section 4 sets out the pre-submission consultation and communication process.
  - Section 5 outlines the outcomes of the consultation process.
  - Section 6 contains the conclusion.

## **2. Context of the Planning Application**

- 2.1. The Proposed Development provides the University with a unique opportunity to meet a specific element of its staff recruitment needs, through establishing a new urban quarter of Cambridge. The Application Site is located to the north west of Cambridge City and straddles land within the administrative areas of both South Cambridgeshire District Council and Cambridge City Council. The Application Site sits at a strategic gateway location between key approaches into Cambridge City, Huntingdon Road and Maddingley Road.
- 2.2. The planning submission, which includes proposals for several land uses and a landscaping strategy, involves the development of the area within the joint Cambridge City Council and South Cambridgeshire District Council North West Cambridge Area Action Plan (AAP) boundary area.
- 2.3. The outer boundary of the Application Site is defined by the M11 which defines the western boundary of the site. The Application Site is screened along Huntingdon Road by existing residential development and does not have significant frontage, aside from the M11. The Maddingley Road frontage is shielded by University buildings, residential development and the Maddingley Road Park & Ride. The historic core of Cambridge is between 1.5 – 2 km from the site and within easy reach on both foot and bicycle. To the North of the Application Site, approximately 4 kms from the city and the other side of Huntingdon Road is Girton, a village of 4,500 people

### ***Planning Application Components***

- 2.4. The Statement of Community Involvement (SCI) is one document provided as part of a suite of documents that supports the planning application. The SCI should be read in conjunction with the accompanying Application Forms, Notices and Schedules, the planning application drawings and the accompanying documents listed below.

### **3. Planning Policy Context**

#### **Introduction**

- 3.1. This section outlines the legislative and planning policy context for undertaking community and stakeholder consultation.
- 3.2. The legislative and planning policy context for undertaking community and stakeholder consultation comprises the emerging Localism Bill and the draft National Planning Policy Framework, the Planning and Compulsory Purchase Act 2004, Planning Policy Statement 12: Local Spatial Planning and local policy documents.

#### **The Emerging Legislative and Planning Policy Framework**

##### ***The Localism Bill***

- 3.3. The Localism Bill that is currently progressing through Parliament and is expected to come into force as the Localism Act by November 2011, proposes significant amendments to current legislation relevant to the Application Site, including but not limited to the Town and Country Planning Act 1990, the Planning and Compulsory Purchase Act 2004, the Planning Act 2008 and the Local Democracy, Economic Development and Construction Act 2009. Barring further changes, the Bill will ultimately devolve greater powers to councils and neighbourhoods and gives local communities more control over housing and planning decisions. A key principle of the government's localism agenda is to give power back to local people, and a new requirement for compulsory community engagement at the pre-application stage is one way through which this will be achieved.
- 3.4. The new requirement for developers to undertake compulsory community engagement prior to the submission of planning applications is designed to increase the amount of high quality planning permissions delivered through the planning system by:
  - Promoting the involvement of local communities in the development of significant proposals that will affect them.
  - Reducing the number of objections to major planning applications after they have been submitted.
  - Promoting better quality planning applications.
  - Providing an opportunity for parties to achieve early consensus on controversial issues before proposals are finalised, and.
  - Providing an inclusive and transparent approach to the consideration of planning applications.

##### ***The Draft National Planning Policy Framework***

- 3.5. At the national level, the Government has also published the draft National Planning Policy Framework (NPPF) for consultation (July 2011) as detailed below.
- 3.6. The NPPF will replace the current suite of National Planning Policy Statements, Planning Policy Guidance notes and some Circulars with a single, streamlined document. The NPPF will set out the Government's economic, environmental and social planning

policies for England. Taken together, these policies articulate the Government's vision of sustainable development, which should be interpreted and applied locally to meet local aspirations.

- 3.7. The NPPF sets out three objectives for sustainable development. Paragraph 10 of the draft NPPF notes that “for the planning system delivering sustainable development means:

Planning for prosperity (an economic role) – use the planning system to build a strong, responsive and competitive economy, by ensuring that sufficient land of the right type, and in the right places, is available to allow growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure.

Planning for people (a social role) – use the planning system to promote strong, vibrant and healthy communities, by providing an increased supply of housing to meet the needs of present and future generations; and by creating a good quality built environment, with accessible local services that reflect the community's needs and supports its health and well-being; and

Planning for places (an environmental role) – use the planning system to protect and enhance our natural, built and historic environment, to use natural resources prudently and to mitigate and adapt to climate change, including moving to a low-carbon economy”.

- 3.8. In terms of meeting a new communities needs, at paragraph 124 the NPPF states that the Government's objective is to create strong, vibrant and healthy communities, by creating a good quality built environment, with accessible local services that reflect community needs and support well-being. To achieve this objective the planning system should:

- Create a built environment that facilitates social interaction and inclusive communities.
- Deliver the right community facilities, schools, hospitals and services to meet local needs; and
- Ensure access to open spaces and recreational facilities that promote the health and well-being of the community.

- 3.9. While there are no specific references to consultation within the Draft NPPF the objectives around meeting local aspirations and needs need to be informed by effective consultation.

### **Current Legislative and Planning Policy Framework**

- 3.10. *The Planning and Compulsory Purchase Act 2004* emphasises the need to involve and engage with the local community. This is reiterated by national planning guidance contained within Planning Policy Statement 12 (PPS12), which states that planning authorities will produce ‘Statements of Community Involvement’ (SCI) which set out how

communities will be engaged in the consideration of planning applications. It is the intention of SCIs to “*ensure the active, meaningful and continued involvement of local communities and stakeholders throughout the process*”.

- 3.11. PPS1 reinforces this approach, stating that “*community involvement is an essential element in delivering sustainable development and creating sustainable and safe communities.*”
- 3.12. Consultation is, therefore, recognised as a means of balancing competing interest groups and securing mutually compatible solutions and has thus underpinned the preparation of this planning application.
- 3.13. At the local level, in line with PPS12, the South Cambridgeshire District Council adopted their Statement of Community Involvement (“SCI”) for the entire authority on 26 January 2010.
- 3.14. The statement advises that the Council does not ask for a statement of the pre-application consultations when a planning application is submitted. However it states that it would be helpful for both the community and the Council to understand what consultation has been undertaken and how it has influenced the scheme. The SCI therefore states that a statement could include who was consulted; the method, and timing of consultation and the feedback and how it was addressed in the proposal. This information has been included in this report.
- 3.15. Where a Design and Access Statement is required, the Council also encourages that this document has within it details of any community engagement that has been carried out prior to submission of a planning application and how this process has influenced the design of the proposed development.
- 3.16. Meanwhile the Cambridge City Council Consultation Strategy for Planning in Cambridge was adopted in September 2007.
- 3.17. The Consultation Strategy for Planning in Cambridge states that the Environment & Planning Department strongly encourages applicants to discuss their planning proposals with neighbours and the wider community, before submitting an application. Such consultation should include discussions with local people, including Residents Associations, about plans for a major residential or commercial development. The strategy states that there is no legal obligation for an applicant to carry out pre-application consultation, however failure by the applicant to consult at this stage could however lead to missed opportunities to benefit from the input of local people and to objections being made that could affect the determination of the application.
- 3.18. The strategy states that applicants will be expected to provide a statement of the pre-application consultation that they have undertaken, alongside their application. This is particularly important for major applications such as the Proposed Development.
- 3.19. The strategy states that the statement should include details of who has been consulted, how they have been consulted, issues raised and how they have been addressed, and changes made as a result. This information has been included in this report.

3.20. The processes and communication channels to which the Applicant is committed form the baseline activity for past and future engagement of consultative structures and groupings. These are listed below:

- Regular communication with the local community.
- Local community updates on the planning process, via email and newsletters.
- North West Cambridge Website [www.nwcambridge.co.uk](http://www.nwcambridge.co.uk)
- Summary reports of the public consultation work that has been undertaken to date
- Contact details both through email and telephone for those who wish to speak directly to the University of Cambridge regarding an event, specific issue or concerns they may have
- Links to the Councils and other relevant websites.
- Details of any other concurrent or forthcoming community involvement events, visits, etc.
- Information about the implementation programme and the Proposed Development as it unfolds.
- Presentations to specific stakeholder groups (i.e. Nineteen Acre Field Residents' Association, faith groups, etc)

#### **4. Pre-submission Consultation and Communication Process**

- 4.1. This section outlines the approach taken in the pre-application consultation for the Proposed Development. The consultation over the past 5-6 years has been multi-faceted and involved the following types of engagement:
- 4.2. Public Consultation: The communities within the administrative boundaries of the South Cambridgeshire District Council and Cambridge City Council surrounding the Application Site were involved in the planning process through a series of public exhibitions, web-communications, individual briefings and focus groups, including:
- Public Exhibitions
  - Mailings and newsletters
  - Residents, Amenity & other Interest Group Meetings
  - Student Focus Groups
  - North West Cambridge University's Development Community Group
  - Website Communication
  - Other Activities, including one on one meetings
- 4.3. Stakeholder Engagement: Statutory consultees and stakeholders were also involved to identify and resolve design issues that could affect the planning application. They were consulted through a series of stakeholder workshops and meetings with stakeholders and organisations. Stakeholder workshops consulted stakeholders on a particular element or theme affecting the Proposed Development. Working meetings addressing largely technical matters were held with statutory consultees and stakeholders as part of the design development process. Where relevant, issues warranting more detailed discussion were addressed through one-to-one discussion with stakeholders.
- Stakeholder Workshops
  - Briefing Meetings
  - Design Review Panels(Cambridge Quality Panel and CABE)
  - Joint Planning Project Team
  - Task Groups
  - Stakeholder Liaison Meetings
- 4.4. The comments obtained from the community involvement events revealed general support for the Proposed Development. Issues that emerged from this process related to key worker housing, collegiate accommodation, transport, open space and landscaping, sustainability and renewable energy. In addition, a number of specific comments were raised, relating to density and heights of residential development, provision of a range of community facilities, effects on surrounding communities, the protection and

enhancement of wildlife, design issues, and queries over the ownership and management of facilities.

### ***Public consultation and community involvement***

- 4.5. Public Consultation and involvement activities have been ongoing since 2002. Events have been held across Cambridge from January 2005 to July 2010 involving members of the public, including the local community and wider Cambridge area, and nationally.
- 4.6. Each of the main events was manned by teams including representatives from the University of Cambridge and its consultant team.
- 4.7. The table below provides an overview of key dates as part of the public consultation process.
- 4.8. There has been a programme of ongoing consultations and public exhibitions since the project began in 2001. The table below sets out most of the formal meetings, workshops and exhibitions undertaken since 2005.

<b>Public Consultation</b>	<b>Key dates</b>
<b>Public exhibitions</b>	
Public exhibition 2005	12 January 2005 (evening) 27 January 2005 (evening) 2 March 2005 (evening)
Public exhibition 2009	18 November 2009 (daytime) 21 November 2009 (daytime) 18 November 2009 (evening)
Public exhibition 2010	29 June 2010 (evening) 3 July 2010 (daytime)
<b>Mailings</b>	
Mailing to full Stakeholder list announcing scheme and launching website and letter drop to 3,000 local residents.	September 2009
Mailing to full stakeholder list with details of November consultation and leaflet drop to 3,000 residents plus 2,000 leaflet drop to local businesses, local public services (library, GP etc) and handout in Park & Ride.	October-November 2009
Mailing to full Stakeholder list with findings of the November consultation and A5 leaflet drop to 3,000 residents.	January 2010
Mailing to full Stakeholder list with details of July consultation and leaflet drop to 3,000 residents, plus 2,000 local businesses and public services	June 2010



<p>and handout in Park &amp; Ride.</p> <p>Letter sent to all local Parish Councils with offer of North West Cambridge presentation at future meetings.</p> <p>Mailing sent to stakeholder list to update on key aspects of the project, including the effect of the cancellation of A14 scheme and information about how views submitted during consultation had been used.</p>	<p>June 2010</p> <p>November 2010</p>
<p><b>Residents, Amenity and other interest group meetings</b></p> <p>Meetings with Residents, Amenity and other interest groups held from 2005 onwards.</p> <p>19 Acre Field Resident Association (NAFRA) – 21 members attended.</p> <p>Oxford Road Residents Association – 12 members attended.</p> <p>19 Acre Field Resident Association (NAFRA) – 20 members attended.</p> <p>Faith Group - representatives from 8 local faith organisations attended. The Project Director met with members of local faith groups to discuss faith-based requirements on the site and start a dialogue which is still continuing.</p> <p>Faith Group - representatives from 11 local faith organisation.</p> <p>Faith Group - 2 meetings with representatives from local faith organisations to discuss specific issues of interest to them and update on the progress of the project more generally.</p>	<p>November 2009</p> <p>December 2009</p> <p>January 2010</p> <p>February 2010</p> <p>May 2010</p> <p>2 meetings held in April 2011</p>
<p><b>Students</b></p> <p>Postgraduate – Focus group with 8 postgraduate students to find out about their experiences and requirements when looking for accommodation in Cambridge</p> <p>Undergraduate – Focus group with 6 undergraduate students to find out about their experiences and requirements when looking for accommodation in Cambridge</p> <p>Post Doctorate – questionnaire– 23 post docs</p>	<p>April 2010</p> <p>May 2010</p> <p>June 2010</p>

responded to a questionnaire and gave their views on the types of accommodation and working environments they preferred.	
<b>North West Cambridge University's Development Community Group</b>  Group meeting - 12 attendees from local community organisations and local councillors. Topic – initial update of progress since November community engagement  Group meeting - 12 attendees from local community organisations and local councillors. Topic – transport and traffic management plans.  Group meeting - 10 attendees from local community organisations and local councillors. Topic - secure by design and designing out crime.  Group meeting - 7 attendees from local community organisations and local councillors. Topic - Community cohesion.  Group meeting - 8 attendees from local community organisations and local councillors. Topic - noise and water issues.  Group meeting – 13 attendees from local community organisations and local councillors. Topic – Community Connections.	March 2010  June 2010  September 2010  December 2010  March 2011  June 2011
<b>Website communication</b>  Website launched  7,714 unique visitors	September 2009  August 2009 to July 2010
<b>Other activities</b>  Presentation of scheme to Girton Parish Council by Project Director  North West Cambridge Community Forum – Saturday event organised by the local planning authorities. The University had a manned stand at the event.  North West Cambridge Community Forum Saturday event organised by the local planning authorities. The University had a manned stand at the event. The Theme for the event was 'You	February 2010  June 2010  November 2010

said, We did’.	
North West Cambridge Community Forum - evening event on drainage and flooding, The University gave a presentation on these aspects of their plans.	January 2011

### ***Public Exhibitions***

- 4.9. Extensive public consultation has been undertaken by the University of Cambridge since the inception of the project. The North West Cambridge Masterplan Workshop Reports (2005), the Issues & Options Workshop Report (2006) and the Masterplan Workshop Reports (2009 and 2010) describe this consultation process, which covered both community involvement and stakeholder engagement (statutory consultees and stakeholders). These workshop reports are included in full as appendices to this SCI.
- 4.10. The University has held eight events for members of the public to drop-in and meet the project team and see exhibition boards explaining the progress of the project. The events have been publicised through mailings to key stakeholders, leaflet drops to neighbours, advertisements and features in the Cambridge News and alerts on the website.
- 4.11. Public exhibitions were erected in several different public spaces to ensure accessibility for the public and variety. The exhibitions were on display at the following locations:
  - Fitzwilliam College
  - Cambridge Central Library
  - Murray Edwards College (and New Hall in 2005)
  - University Centre
- 4.12. The exhibitions included a series of exhibition boards that covered the masterplan proposals of the scheme. In addition they also included feedback forms and feedback boxes for collecting responses.
- 4.13. For the 2009 and 2010 exhibitions, advertisements were placed in the Cambridge News on the Wednesday and Friday of the week the consultation was being held, to advertise the public exhibition drop-in sessions.

### ***Recent Mailings***

The University has compiled a database of 350 key stakeholders, in co-operation with Cambridge City Council, South Cambridgeshire District Council and Cambridge County Council. This is used to produce personal mailings. This database is separate to the website. In addition to the 350 on the database, a further 549 people subscribed to receive updates and news from the University through the website.

- 4.14. In addition, the University undertakes mail-drops to neighbours of the site.
- 4.15. Recent consultation events have included an A5 leaflet drop to 3,000 residents and 2,000 leaflet drop to local businesses and local public services (library, GP's etc).

Handouts were also given out in the Park & Ride to interested members of the community using the Park & Ride service.

### ***Resident, Amenity and other Interest Group Meetings***

- 4.16. The Project Director, accompanied by relevant members of the technical team and the project communication team attended meetings of the local resident associations to update them on progress and answer questions. The project team and a City Council Planning officer attended a meeting of the 19 Acre Field Residents Association on 2 December 2009. In addition the project director and a member of the project communication team attended a meeting of the Windsor Road and Oxford Road Residents' Associations on 15 January 2010.
- 4.17. The community meetings were promoted via a number of mediums including: the North West Cambridge website, council publications, adverts in local newspapers, letter box drop and information distributed to local community representatives and networks.
- 4.18. Community Meetings were an important part of the process of community involvement. The audiences were made up of the general public, representatives from local businesses, Cambridge City and South Cambridgeshire District Councils officers, local media and ward councillors.
- 4.19. The community meetings opened with a presentation from the consultant team, informing attendees on different aspects of the Proposed Development. This was followed by a question and answer session on items raised during the presentation.

### ***Students***

- 4.20. In order to gauge the views of students the University held two focus groups and distributed a questionnaire amongst three categories of students (post graduates, under graduates and post doctorate).

### ***North West Cambridge University's Development Community Group***

The University has established a group to provide a forum for regular updates and discussion about the project for local community leaders. At each meeting the group receives a report on progress from the Project Director and a presentation on a topic chosen in advance by the group. Topics have included transportation, noise and drainage, community facilities, security and 'designing out' crime and community connections.

### ***Website Communication***

- 4.21. Throughout the community involvement process, the dedicated website, [www.nwcambridge.co.uk](http://www.nwcambridge.co.uk), posted a series of materials informing the community of consultation events and progress with the scheme.
- 4.22. The project's dedicated website was launched in September 2009. From September 2009 to July 2010 the website has had 7,714 unique visitors.

- 4.23. 460 people have subscribed to the site's e-newsletter. Nine mailings have been sent since August 2009 alerting subscribers to news stories and public consultation activities.

***Nineteen Acre Field Residents Association (NAFRA)***

- 4.24. The University has always encouraged the community to be involved in the development of the proposals for the Application Site. The University encouraged the formation of Nineteen Acre Field Residents' Association (NAFRA) to ensure the community were included as a key part of the planning process. This collaborative approach to plan making is fully supported and encouraged by Government in current and emerging policy, not least as it mitigates potential conflict through discussion and results in a development which has 'buy-in' by the various community stakeholders. As part of this process the University has consulted specifically with NAFRA since its inception. NAFRA represents residents who live on Huntingdon Road and All Souls Lane within Cambridge City Council's administrative boundary. The University has sought to engage with a range of residents' groups during the evolution of the vision for the Proposed Development, and NAFRA has been well-represented at all public and stakeholder consultation events as well as at separate briefings and interim correspondence. The specific concerns of NAFRA comprised:

*Good neighbour requirements*

- 4.25. Houses on the border/edge/periphery of the site that border back gardens on Huntingdon Road and the Ascension Parish Burial Ground should not be more than two storeys and these houses should have 20 metre gardens backing onto existing gardens. Building heights and densities should rise gradually toward the centre of the site.

*Cycle and pedestrian traffic and crossings*

- 4.26. Cycle and pedestrian traffic should not be channelled through All Souls Lane, and the sanctity of the Ascension Parish Burial Ground should be respected.
- 4.27. The crossing road to the Application Site from the NIAB Site should follow the staggered junction configuration recommended by the Atkins Report and the North West Cambridge AAP Inspectors' Report.
- 4.28. The University Farm Road off Huntingdon Road with its line of chestnut trees should not be a primary vehicle entry to the site.

*Local centre*

- 4.29. Any supermarket constructed on the site should be in or near the local centre of the site and not located near 19 Acre Field.
- 4.30. The supermarket should not be a large regional supermarket that will attract a high volume of vehicle traffic.
- 4.31. These issues are primarily addressed in the Design, Access and Landscape Statement, though the University will continue to engage with NAFRA through the detailed design period as some of the issues relate to detail beyond the scope of the planning application.

- 4.32. Additional responses to the concerns are also set out in the “Working With You: working in partnership to create a better community” document, in Appendix 7.

### ***Stakeholder engagement***

- 4.33. Stakeholder engagement has been ongoing, and since 2005 has included a range of workshops, meetings, briefing sessions and design reviews.
- 4.34. The table below provides an overview of key dates as part of the stakeholder engagement process.

<b>Stakeholder Consultation</b>	<b>Key dates</b>
<b>Stakeholder events</b> <ul style="list-style-type: none"> <li>Stakeholder Workshops 2005</li> <li>Technical Workshop 2006</li> <li>Stakeholder Workshop 2009</li> <li>Stakeholder Workshop 2010</li> <li>Stakeholder Consultation 2011</li> </ul>	<p>Stakeholder workshop 12 January 2005 (daytime) Stakeholder workshop 25 January 2005 (daytime) Stakeholder workshop 1 March 2005 (daytime)</p> <p>Technical workshop on 4 December 2006</p> <p>Stakeholder Workshop-10 and 11 November 2009 (daytime) Launch Event-17 November 2009 (evening)</p> <p>Stakeholder Workshop 29 June 2010 (daytime)</p> <p>Stakeholder Consultation on draft application contents February – March 2011</p>
<b>Briefing meetings</b> <p>Mailing to Parliamentary candidates of major political parties offering briefing.</p> <p>Individual briefing meetings with all local ward councillors.</p> <p>Individual briefing meetings with MPs and those Parliamentary candidates that requested briefings.</p> <p>Individual briefing meetings with local ward councillors and MP.</p>	<p>April 2009</p> <p>September-October 2009</p> <p>March-May 2010</p> <p>March 2011</p>

Project Director attended the Histon and Impington Parish Council meeting	28 October 2010
Project Director attended Madingley Parish Council meeting.	January 2011
Council Community Forum drop in event for the public in Girton	27 November 2010
Meeting with representatives from Cambridge Cycling Campaign.	3 March 2011
<b>NWC OPA Workshop: LPA and Stakeholder Briefing</b>	
Presentation of scheme to stakeholders by Project Director, and consultants.	February 2011
Technical Briefings/Discussions (Breakout Groups) were held to provide general understanding of the content and nature of the planning application for North West Cambridge, and to seek early feedback from key stakeholders / consultees on issues and/or areas of concern, with a view to resolving any issues prior to application submission.	
<b>Design Review Panels</b>	
Cambridgeshire Horizons Design Review Panel	25 June 2010
CABE Design Review Panel	7 July 2010
<b>Joint Planning Project Team</b>	
<ul style="list-style-type: none"> <li>Cambridge City Council</li> <li>South Cambridgeshire District Council</li> <li>Cambridgeshire County Council</li> <li>Cambridgeshire Horizons</li> <li>University of Cambridge</li> </ul>	August 2009, September 2009, October 2009 (x2), November 2009, December 2009, February 2010, March 2010, April 2010, June 2010, July 2010, September 2010, October 2010, December 2010, February 2011, March 2011, July 2011, September 2011
<b>Task Groups</b>	
Communications Task Group	September 2009, December 2009, March 2010, May 2010, August 2010, December 2010
Outline Planning Application/ Environmental	September 2009, October 2009,

Impact Assessment Task Group	November 2009, December 2009, March 2010, July 2010, September 2010, October 2010, April 2011
Transport Task Group	September 2009, October 2009, November 2009, March 2010, May 2010, July 2010
Open Space Task Group	September 2009, October 2009, November 2009, January 2010, March 2011, June 2011
Community Facilities/Local Centre Task Group	September 2009, October 2009, November 2009, December 2009, January 2010, February 2010, July 2010
Housing Task Group	October 2009, December 2009, March 2010, October 2010, January 2011, June 2011
Energy & Waste Task Group	September 2009, October 2009, March 2010, April 2010, May 2010, June 2010, July 2010, September 2010, May 2011
Section 106 and Viability Task Group	November 2009, January 2010, May 2010, December 2010, January 2011, February 2011, May 2011

#### *Stakeholder Engagement*

- 4.35. Stakeholders were consulted on the Environmental Statement Scoping Report and the issues that have been raised as part of this process have informed the Proposed Development and the nature of the Environmental Statement.

#### *Stakeholder workshops*

- 4.36. As noted previously, the Applicant held a series of stakeholder workshops in 2005, 2006, 2009, 2010 and 2011. The stakeholder workshops brought together technical and statutory stakeholders and the wider community to review and discuss the Proposed Development in advance of the submission of a planning application to ensure an inclusive and collaborative approach for the development. Each of these workshops informed the Proposed Development, and the full description of the workshops and feedback received during each stage is included in the workshop reports, included as Appendices 1-4 of this report.
- 4.37. The attendees were made up of representatives from local interest groups, stakeholders and statutory consultees, City Council, District Council and County Council officers, local media and ward councillors and the University College community.



- 4.38. The workshops opened with a presentation from the masterplanning team, informing attendees on different aspects of the Proposed Development. Each workshop included a series of breakout groups to discuss key themes and enable attendees to provide feedback on key principles in the developing proposals.

#### ***Briefing meetings***

- 4.39. Individual briefing meetings were held with all local ward councillors in September-October 2009 and again, in March 2011. The meetings were attended by the Project Director and a representative of the project's communication team. At each meeting the Project Director briefed the ward councillor on the progress of the project and responded to issues and questions raised.

- Cllr Tom Bygott – South Cambridgeshire District Council
- Cllr Douglas de Lacey – South Cambridgeshire District Council
- Cllr John Reynolds – Cambridgeshire County Council
- Cllr Belinda Brooks-Gordon – Cambridgeshire County Council
- Cllr John Hipkin – Cambridge City Council
- Cllr Simon Kightley - Cambridge City Council
- Cllr Tanya Zmura - Cambridge City Council
- Cllr Douglas de Lacey – Girton Parish Council
- Cllr Philip Tucker – Cambridge City Council (meeting on 7 June)

- 4.40. Girton Parish Council chairman and local district member Councillor Douglas de Lacey was included in all briefings and a regular dialogue maintained with him throughout the process. In addition, members of the project communication team attended a Girton Parish Council meeting on 17<sup>th</sup> February 2010 and a response has been provided to two follow up letters.

- 4.41. Individual briefing meetings were held with MPs and those Parliamentary candidates that requested briefings in March-May 2010, and again in April 2011.

- Rt Hon Andrew Lansley MP – local member, South Cambridgeshire
- Julian Huppert MP – local member, Cambridge
- Nick Hilman – Conservative Parliamentary candidate, Cambridge

#### ***Design Review Panels***

- 4.42. The University and its consultant team presented the emerging proposals to both the Cambridgeshire Quality Panel and the CABI Design Review Panel. The feedback from these panels is included in the appendices to this report. Comments from both of the design review panels have been taken into account throughout the development of the proposals and is reflected in the accompanying Design, Access and Landscape Statement.

#### *Planning Project Team Meetings & Task Groups*

- 4.43. The University has worked extensively with the local authorities during the pre-application period to discuss key issues for the Proposed Development. These issues have been addressed by the Planning Project Team, which is comprised of representatives from Cambridge City Council, South Cambridgeshire District Council, Cambridgeshire County Council, Cambridgeshire Horizons and the University team. For specific topic-based issues, the Planning Project Team identified a series of task groups that enable additional officers from across the authorities to inform specific components of the Proposed Development.

#### *Stakeholder Liaison meetings*

- 4.44. Following the identification of key issues raised through the Stakeholder workshops and NWC Steering Group meetings, a number of pre-application meetings were held to explore, in more detail, the potential to respond to stakeholder interests in the Proposed Development. Consultees addressed in more specific meetings include:
- The Highways Agency
  - The Environment Agency and
  - Natural England

#### *OPA Workshop: LPA and Stakeholder Briefing*

- 4.45. A Stakeholder briefing was held in February 2011 to provide a general understanding of the proposed content and nature of the planning application for the Proposed Development.
- 4.46. The aim of this briefing was to explain the purpose of, and programme for, pre-submission consultation. In addition, the briefing was held to highlight the University's response to specific policy requirements and technical issues to be addressed in the application and to seek early feedback from key stakeholders / consultees on issues and areas of concern with a view to achieving consensus prior to application submission.

## 5. Outcomes of the consultation process

### ***Key Issues raised in Public and Stakeholder Consultation***

#### 5.1. The Overall Development/Design/Urban Form

- How will quality of design be ensured?
- Will there be further testing of density and built form?
- How will the University ensure community facilities will be completed?
- How will the site interact with the NIAB scheme?
- The local centre options should reflect all of the options explored.
- Is it possible to show development blocks worked-up in detail to help provide a clear understanding of the likely three dimensional form of various house types and other buildings?
- Is it possible to show the 'next steps' after the outline application, including setting out whether design codes are to be produced for the entire development?
- How will issues of noise be addressed?

#### 5.2. Housing

- Is the housing density appropriate?
- Will the scheme include 'senior' housing and social housing for young people?
- Will mixed and balanced communities be achieved across the site, focussing specifically on the inclusion of key worker housing?

#### Open Space

- What will the open space allocation be for the new development?
- Will all spaces be easily accessible to the community?
- Will the new scheme include plenty of trees?
- Will a series of green squares be included within the residential development?
- Will the landscape provision have a variety of uses?
- Will the sports pitches provided be for public use as well as University use?
- How will the University integrate the SSSI within the landscape?
- How will the scheme provide more space to encourage wildlife?
- How will the layout of formal sports provision be addressed – buffer distances between Huntingdon Road need to be included, will this be done?
- The green fingers within the development are supported, however minimum distance of 20m for SUDs corridors seems to be too narrow – how will this be addressed?

- Can sections showing how a typical swale could be achieved in the 20m width be shown?
- The children's play spaces seem small and frequent, can these be clustered together?
- The landscape and Western Edge and the need for a high quality and appropriate landscape setting for Cambridge is important –the original field pattern on the Western Edge should be reflected.
- Tree planting on the Western Edge to encourage a more natural appearance along the ridge.
- Will existing features on the site such as hedgerows, be incorporated into the final design?
- How will the development integrate the SSSI sustainably?

### 5.3. Transport

- Will a route through the site from Huntingdon to Madingley Roads for both public and private vehicles be included?
- Will cycle parking and opportunities for further cycle routes be provided?
- Will buses be provided?
- Will the diversion of buses from Huntingdon Road affect those living east of Girton Road?
- Will there be an increase in congestion on local roads and will there be good access to M11/A14?
- Will the scheme encourage car clubs?
- There is a target of 40% maximum journey to work by car - is it realistic that people will forego private for public transport?
- Further work is required as a result of the abandonment of the A14 upgrade scheme, what is the outcome of this?
- Can a typical section be shown of different road types, as this would help to confirm that adequate highway, and associated planting, can be provided within the widths shown?
- Will the transport assessment incorporate information relating to travel plans, public transport and other softer modes of travel?
- How has the impact on the highway network and associated mitigation measures been addressed?

#### 5.4. Sustainability

- Why is a phased approach necessary– why are the highest standards not going to be adopted from the outset?
- Is the scheme sustainable from a transport point of view?
- How will the University ensure there is a commitment for the actual implementation of standards?
- A phased district heating system (CHP) would be supported, will this be included?
- Downstream floodrisk is a concern – how will this be addressed?

#### 5.5. Community Infrastructure

- Will the development provide enough schools, doctors and dentists surgeries?
- Will the school have a first phase (of 1 FE) provided as early as possible in the course of the development?
- Will the proposed facilities draw people to the site instead of just serving the resident population?
- Will the scheme provide a community centre?
- Are faith facilities going to be provided on site?
- What size will the supermarket be?
- Will a range of independent shops, cafes and pubs be provided?
- Will there be a sports centre or sports pitches on site?
- Is there a need for a swimming pool?

### ***Development Response to issues raised***

- 5.6. The issues raised during pre-submission consultation are set out in each of the workshop reports (Appendices 1-4) in sections 3 and 4 of this SCI, and Appendix 7 “Working with you” includes a detailed response to key issues. The Design and Access Statement that accompanies this report contains an illustration of how the scheme responds to issues raised. A summary of outcomes is set out below.

#### *Urban Form and Design Quality: Development response*

- 5.7. The University-led development is planned in a way that integrates it into the wider area. In particular the University seeks to create a new local centre comprising a range of facilities.
- 5.8. Residential development will include apartments as well as terraced, semi-detached and detached houses. There will be considerable provision of market and family homes, as well as open space, to meet the needs of the new community.

- 5.9. In response to queries over the clustering of key worker housing, street frontages in these areas are now limited to no more than 25 units of key worker housing. Additional illustrations have been included in the Key Worker Housing Statement to demonstrate the principles of clustering in areas of family housing.
- 5.10. Lower density development will be located adjacent to existing residential development. Higher density development will be located along the 'Ridgeway' (the pedestrian and cycle corridor running through the site). Building heights will generally range from 2-3 storeys at lower density, 4-6 storeys in areas of higher density, with some limited areas towards the middle of the site containing taller buildings.
- 5.11. A series of options have been set out in relation to the local centre. The University's preferred option in relation to the illustrative masterplan remains unchanged as this layout is deemed to be the most favourable, in design terms, for the Proposed Development as a whole.
- 5.12. Four diagrams have been included in the Design, Access and Landscape Statement to show illustrative details of the development blocks for the scheme.
- 5.13. The steps that follow after the planning application, including the production of Design Guidelines for the Proposed Development, have now been outlined by including a 'next steps' section and flowchart as part of the Design, Access and Landscape Statement.
- 5.14. The phasing of school provision will include 1 FE in the first phase of the development.
- 5.15. The approach and methodology used for noise impact evaluation, prediction and mitigation for the Proposed Development is deemed satisfactory by stakeholders,
- 5.16. Taking this into account, combined with the policy objectives and the University's accommodation requirements, the proposals include the following principal components:
- A local centre including community and retail facilities;
  - Formal and informal sports and recreation provision
  - Housing to include key worker housing for University and College staff;
  - Teaching and Research facilities for University and associated research organisations;
  - Collegiate facilities to accommodate the growth needs of the University;
  - Range of higher and lower densities across the site (including apartments and houses) at a minimum of 50 dwellings per hectare (dph);
  - Senior care home to provide for a range of occupiers; and
  - A hotel to activate the local centre.

- 5.17. The issue of access and movement in and around the Proposed Development has been frequently raised throughout the consultation process. The design of the scheme has been consistently informed by discussion with the Highways Agency and Cambridgeshire County Council.
- 5.18. Within the Proposed Development a hierarchy of streets has been established to meet the needs of a variety of road users. The primary street infrastructure enables good public transport accessibility, and is made up of three components:
- A radial route running west and south from Huntingdon Road to Madingley Road, around two sides of the Local Centre
  - An orbital route running from Huntingdon Road around the north side of the Local Centre;
  - A short section of public transport access only around the east side of the Local Centre
- 5.19. Road sections are also included in the Design, Access and Landscape Statement to clarify typical road widths.
- 5.20. In terms of the effect of the Proposed Development on the highway network the University already has a proud reputation throughout the City for promoting its travel demand management strategy, and has always been proactive in delivering improvements to it – indeed the University was founding member of the Travel for Work Partnership established in co-operation with the County Council. This philosophy will be continued at the Proposed Development, which will have significantly different travel characteristics to a typical mixed-use development in the United Kingdom, or indeed to other developments throughout Cambridge. This will be as a result of the following:
- selecting the proposed residential, employment, education and retail land uses for the Development, such as to reduce the need to travel outside of the development;
  - providing a food store on the Development such as to reduce the distance to travel to alternative food stores from surrounding residential areas;
  - controlling local car ownership for students living in the University's Student Accommodation by using the University's motor proctorial control;
  - the majority of the occupants of the University Key Worker housing be working in the University's facilities throughout Cambridge, all within a strong non-car travel mode culture with good access to safe alternative non-car modes of travel;
  - key workers and commercial research workers being able to live in close proximity not only to their place of work but also requisite community and leisure facilities;

- key worker housing having a much lower car trip generation rate than market housing;
- University-related commercial research facilities with nearby residential accommodation demonstrably having far lower car trip generation rates than equivalent commercial science park facilities;
- the car parking provision for residential accommodation being 21% lower than the levels identified in the North West Cambridge Area Action Plan;
- academic research land uses within the Development having limited parking and a lower car-based trip generation than commercial research land uses.

5.21. A Transport Assessment is included as part of the planning application suite of documents. The Transport Assessment addresses the transport – related issues of the Proposed Development set within the context of the local planning and transport policy for Cambridge, reviews existing travel patterns in the area, and sets out mode-specific strategies and targets, aimed at promoting journeys to and from the Application Site (where possible) on foot, by bicycle and public transport. These will be further supported by measures set out in the Framework Travel Plan which has also been submitted to accompany the application for planning permission.

5.22. The Transport Assessment concludes that the Proposed Development is well located for major development in accordance with national, regional and local policy and identifies a co-ordinated, integrated and sustainable transport strategy for the Development within which development can proceed, within the context of the wider transport and development strategy for the whole of Cambridge.

5.23. Following the Autumnal Spending Review, the Coalition Government announced in October 2010 that the A14 Ellington to Fen Ditton scheme as published was to be abandoned. The Highways Agency has confirmed its intention to commission further study work to identify more cost-effective alternative measures in both the short term, and for the longer term. , As yet, no further details are available. In contrast with less sustainable forms of development in less sustainable locations, the provision of additional capacity along the A14 is not necessary for the Proposed Development to progress.

*Landscape, Drainage and Ecology: Development response*

5.24. The University's vision for the open space is to ensure that landscape forms an integral part of the Proposed Development and overall scheme design.

5.25. The sustainable urban extension deserves a landscape setting that is world class and suitably fitting to this edge of the historic city. Traditional landscape elements will be combined with contemporary techniques to give a pleasant context for the various new building types.



- 5.26. The Application Site presents a fantastic opportunity within the University's ownership to deliver an abundance of landscape, habitats and recreation provision (excluding private open space). Although the western edge has been designed with a distinctly natural character and provides the platform for a variety of habitats, the more urban Storey's Field also maximises opportunities for ecology and biodiversity.
- 5.27. It is considered that the proposed scheme delivers greater environmental benefits as well as opportunities to create an accessible and multi-functional landscape. A variety of habitats exist across the site, providing homes for badgers, bats, water voles and great crested newts. The habitats of these species will be protected and, where possible, enhanced. Protection of biodiversity is an important consideration for these proposals.
- 5.28. Play will be "embedded" in the landscape as designs develop and different types of open space uses include a wide variety of formal and informal sports and recreational uses, along with areas for wildlife and relaxation.
- 5.29. A range of open space uses are planned for the Western Edge and Storey's Field including informal open space provision, sports pitches, allotments and balancing ponds.
- 5.30. The design of the open space and landscape has also explored numerous ways to maximise sustainability. More details can be found in the Design, Access and Landscape Statement that accompanies this planning application.
- 5.31. Pitch provision and layout has been considered in illustrative terms, and the buffer area has been increased to respond to comments. Boundary treatment around these areas will be addressed in the detailed design stage of the development.
- 5.32. An indicative section of SUDs corridor has been included in the Design, Access and Landscape Statement that accompanies this planning application, to demonstrate how all functions can be accommodated.
- 5.33. The Western Edge is a very large and varied space, and sections have now been provided to show clearly what these spaces could look like within the Western Edge.
- 5.34. The illustrative plans for tree planting on the Western Edge, to help encourage a more natural appearance along the ridge have now been set out in the Design, Access and Landscape Statement that accompanies this planning application, this includes consideration of where existing features on the site such as hedgerows could be incorporated.
- 5.35. The field boundary patterns have been reviewed and where possible incorporated within the Western Edge illustrative plans.
- 5.36. The integration of the SSSI into development has been discussed with Natural England and the Environmental Statement and Design, Access and Landscape Statement updated to reflect comments.

*Sustainability and Energy: Development Response*

- 5.37. The University has expressed its desire to see the Proposed Development as an exemplar of sustainable development and the Area Action Plan for North West Cambridge contains numerous policies relating to sustainability.
- 5.38. All of the buildings on the site will be designed to exceed current environmental requirements: housing will initially meet the national Code for Sustainable Homes Level 5 (apart from the first 50 units if built before 2013), rising to Code Level 6 in 2016. Commercial, academic and public buildings will meet Excellent standards under the Building Research Establishment's Environmental Assessment Method (BREEAM).
- 5.39. Buildings at the Proposed Development will show significant reductions in carbon dioxide generation and energy consumption through efficient building and infrastructure design, as well as renewable technologies.
- 5.40. All homes are to be constructed to Code for Sustainable Homes level 5 ensuring that 70% of regulated CO<sub>2</sub> emissions are reduced using on-site low and zero carbon energy generation and energy efficiency. Homes constructed after 2016 will be zero carbon using a mix of on and off-site measures. All non-domestic buildings after 2019 including commercial, academic and other non-residential buildings will show similar levels of carbon dioxide reduction. Across the site renewable energy will reduce CO<sub>2</sub> emissions from non-domestic buildings by approximately 20%. These savings will come from on-site renewable energy technologies and low carbon sources.
- 5.41. A phased district heating system (CHP) is included as part of the Proposed Development.
- 5.42. Outreach and education associated with low carbon living is also a key aspiration for the development.
- 5.43. A Flood Risk Assessment is included as part of the planning application, the general principle of drainage on site is supported by stakeholders.

## **6. Conclusion**

- 6.1. The pre-application consultation and communication for the Proposed Development has ensured a collaborative and inclusive process with both the public and key stakeholders throughout the development of the Proposed Development. The University has undertaken an exemplar process of community involvement, intrinsic to the development of scheme design and integral to a 'fit for planning purposes' scheme. The University of Cambridge is confident that this process will help to ensure the delivery of a high quality development that meets the needs and expectations of all.
- 6.2. The pre-application consultation has included regular engagement, communication, consultation and involvement at regular intervals and key milestones.
- 6.3. Activities and communication methods differed according to the needs of each specific group:
  - Community - targeted community consultation with different groups;
  - General public - Public involvement exhibitions, consultation drop-in sessions, meetings and public communication products;
  - Statutory and technical consultees - Stakeholder events, formal steering bodies, one-to-one briefings, design review panels; and
  - One-to-one briefings and formal briefings as needed with all of the above groups.
- 6.4. Following the decision on the planning application, regular communication will continue to be delivered on the Proposed Development and the project's progress. This will include ongoing and regular stakeholder and community engagement. There will also be community relations activity during the course of the construction period which will include regular communication, community meetings, workshops and events.
- 6.5. This document has outlined the process that the Applicant has undertaken in order to progress the evolution and design of the Proposed Development and illustrates how the masterplan has been used as a tool for establishing development parameters which ensure the development is robust and will encourage mixed and balanced communities.

**Appendix 1: 2005 Stakeholder and Public Workshops Consultation Report**

# North West Cambridge Masterplan



**EDAW**

March 2005

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## APPENDICES

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The University of Cambridge and the consultant team are grateful for the time and input of all technical advisors, stakeholders, local residents and members of the public who attended the Workshop and Public Exhibition. The Workshop and Public Exhibition were designed to ensure that relevant stakeholders inform the development process, and without the dedicated efforts of all participants, the Workshop and Public Exhibition would not have been possible.

# 1. introduction



## 1.1 THIS REPORT

The University of Cambridge, held a Stakeholder Workshop and a Public Exhibition in January 2005 to explore and establish principles for developing land in its ownership at North West Cambridge.

The site has the potential to make a significant contribution to new Collegiate accommodation and research facilities that the University requires over the coming years, and in particular to meeting the need for affordable housing for University staff (key worker housing).

Whatever development is ultimately established on the site, the University of Cambridge is of the opinion that it must be of the highest possible quality, and encompass principles that maximise the benefit to North West Cambridge and the wider Cambridge area.

The University recognises the complexity and magnitude of the proposed development at North West Cambridge and therefore feels it is essential to undertake an extensive and collaborative consultation process. This is to occur throughout masterplan preparation and has been divided into three preliminary phases, as follows;

- Stage 1: Stakeholder issues and opportunities review
- Stage 2: Review of site wide masterplan proposals
- Stage 3: Area specific masterplan proposals

Each of the three stages of consultation involve Workshops, to whom a variety of stakeholders are invited, including representatives from Cambridge City Council, South Cambridgeshire District Council and Cambridge County Council and representatives from organisations including CABI, English Partnerships, EEDA, Government Office, Environmental Agency, transport providers, local environmental groups and residents associations.

The purpose of the three staged approach is to gradually build up a series of masterplan proposals for the NW Cambridge site in a controlled and planned manner, which can at each stage be subject to technical review and approval by the University. Furthermore, through this transparent approach key stakeholders will be involved in the formative stages of the Masterplan and can gain a thorough understanding of the requirements and issues. There is also potential for Stakeholders to influence the Masterplan development process.





This collaborative approach to plan making, fully supported and encouraged by Government, mitigates potential conflict through discussion. It thereby results in a masterplan which has 'buy-in' by the various stakeholders. The outputs from the collaborative Workshop events will inform the Cambridge Local Plan Inquiry which is due to commence in Summer 2005.

This report summaries the process and outcomes of Stage 1 of the process. To date this has consisted of the following Issues and Opportunities events:

1. Stakeholder Workshop- 12 January 2005 (daytime); and
2. Public Exhibition - 12 January 2005 (evening).

The Workshop and Public Exhibition were held to draw on the views, aspirations and experience of a wide range of interested parties and to establish the issues and opportunities on the site.

This report, prepared by the consultant team, provides an account of the proceedings and summarises the outputs of these events.

#### 1.2 AIMS OF THE WORKSHOP

The collaborative Workshops process allows potential constraints, opportunities and aspirations to be thoroughly examined by interested parties. It encourages innovative solutions to issues such as transport, ecology, mixed uses and design. The aim of the Workshop was to develop principles for a Masterplan of the highest quality based on local constraints and urban design principles. By adopting a collaborative approach, the emphasis is on developing creative solutions to opportunities and problems specific to the site.

The Workshop brought together key stakeholders- technical advisors, County Council and City Council officers, statutory agencies and interest groups- to jointly investigate possibilities for the future of the proposals for the site at North West Cambridge. A full list of organisations and individuals invited is included in Appendix A1, and the schedule of attendees is included in Appendix A2.

#### 1.3 AIMS OF THE PUBLIC EXHIBITION

The aim of the Public Exhibition was to give the public a forum and opportunity to put forward their aspirations, raise any issues and inform the public on the masterplanning process.

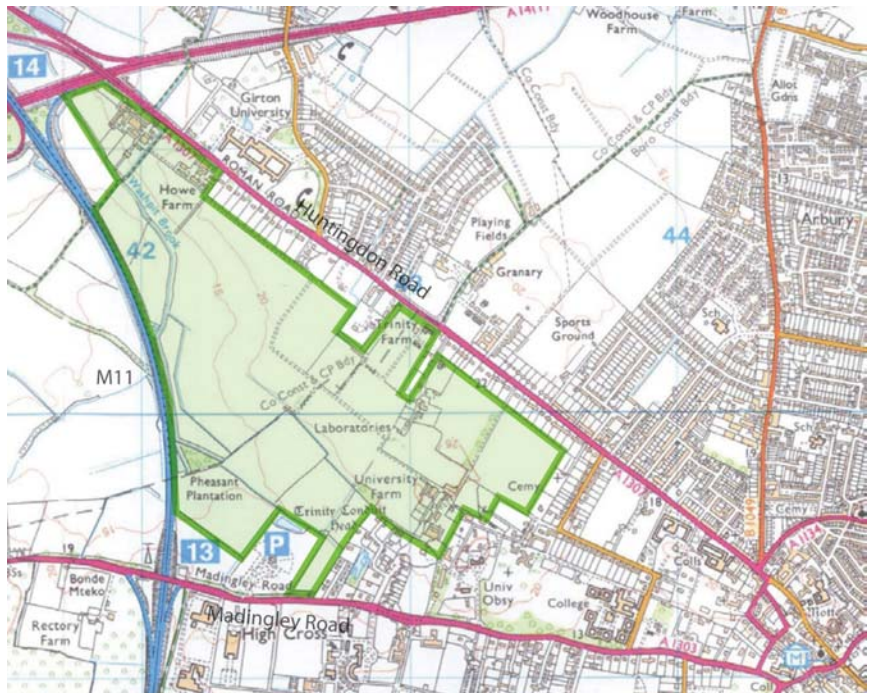
The Workshop and the Public Exhibition represent one of the first steps in the formulation of specific development proposals for North West Cambridge. Throughout the duration of the study there will be other opportunities for further consultation and discussion of the proposals as they develop.

## 1.4 THE CONTEXT

### The Site

The University owns 120 hectares of land, which lies to the North West of the City. The site falls within an area bounded by Huntingdon Road (A1307), Madingley Road (A1303) and the M11. The eastern boundary of the site consists of large residential dwellings, to the south by a mix of residential dwellings, colleges, university facilities and park and ride facilities. The western boarder is delineated by the M11 and the northern boundary by the A14.

The site is currently accommodates the University Farm and other University research facilities, arable farm land, and includes and SSSI, and areas of ecological value.



### Planning Policy Context

RPG6 supports the further development of higher education, research and technology and echoes Government policy on the promotion of investment in knowledge creation, transfer, exploitation and entrepreneurial activity. It sets out a clear expectation for the Cambridge Sub-Region. The sub-region is to develop further as a leader in education, research and knowledge based industry whilst protecting the historic character and environmental qualities of the area. The guidance establishes the overall level of development to be achieved together with a sequential approach to identifying sustainable locations for development.

The area has been identified in the Cambridgeshire & Peterborough Structure Plan as an area to accommodate the future long term needs of the University. It is to be developed as a an expanded community focussed on the University and will comprise a compact, mixed development with efficient use of land, improved connections between housing, jobs, amenities and services and a very high quality of urban design. The opportunity for a masterplan to cover the whole of the expanded community has been highlighted in the Structure

Plan and Cambridge City Local Plan and the approach to masterplan preparation adopted by the University of Cambridge is consistent with current planning objectives.

It is intended that the Masterplan will support the University's position at the Cambridge Local Plan Inquiry in Summer 2005 and feed into the preparation of the Area Action Plan for North West Cambridge which will commence in 2006 and form part of the South Cambridgeshire Local Development Framework.

#### 1.5 GOALS AND OUTPUTS FOR THE WORKSHOPS AND PUBLIC EXHIBITION

The objective of the Workshop and Public Exhibition was to investigate issues and opportunities for the land at North West Cambridge and outline the project process. The focus of the Workshop and Public Exhibition was to establish the principles and parameters for the emerging Masterplan.

In realising this goal, the purpose of the Workshop and the public exhibition was to inform the project team of the aspirations and issues on the site and to inform stakeholders and the public of the masterplanning process. The objective of the consultation process undertaken to date was to achieve the following outputs:

- Identify key issues and opportunities;
- Establish guiding principles;
- Identify issues for further consideration and development; and
- Highlight specific projects for more detailed testing.

The Issues and Opportunities Workshop and Public Exhibition was the first major step in exploring options for development at North West Cambridge. The comments received will be analysed and where appropriate incorporated into the emerging masterplan process before the second Stakeholders Workshop and Public Exhibition on 25 and 27 January 2005, respectively.

# 2. stakeholders

## issues and opportunities workshop



### 2.1 OVERVIEW

The intention of the stakeholder's Workshop was to inform key stakeholders of the masterplanning process, identify issues and opportunities on the site, begin to discuss key principles and parameters of the Masterplan and inform participants of the timetable for Masterplan preparations.

The stakeholders Workshop commenced with introductory comments from the Estate Management and Building Services (EMBS) department of the University. This was followed by a presentation from the project team and two themed group Workshop sessions. The day concluded with the participants re-assembling to present the findings of Workshop sessions and to discuss these with the wider group.

The Workshop was attended by 36 stakeholders (see Appendix A2) including representatives from the three local authorities from statutory bodies, organisations and local residents associations.

### 2.2 INTRODUCTORY COMMENTS

The introductory comments from EMBS established the University objectives and role in North West Cambridge and explained the nature and reasons for the consultation process. The opening statement also informed participants of the progression of the masterplan, the planning process and introduced the consultant team EDAW.

The University also highlighted its commitment to preparing the Masterplan for North West Cambridge as part of a collaborative process.

### 2.3 CONSULTANT PRESENTATION

The EMBS and consultant team delivered a presentation on the following;

- Aims of the Workshop and programme for the event;
- Project context, including the project programme and the planning context of the site;
- Site context, including key landscape characteristics, strategic views into and out of the site;
- Ecological context, including the identification of species on the site such as Great Crested Newts, Bats, Badgers and Water Voles;
- Transportation and access context, including the strategic transport proposals in the area and the proposed access and movement options within the site;
- Development Content of the masterplan including the identification of possible land uses;

- Sustainability principles, including the identification of principles and parameters for development on the site;
- Development context including analysis of Cambridge's historic growth and identification of key characteristics of the site; and
- The next stages of the project.



#### 2.4 FIRST INTERACTIVE WORKSHOP SESSION

Following the consultant presentation the participants were divided into four smaller discussion groups to focus on identifying the key issues and opportunities presented for the site.

The groups were asked to identify the key issues and opportunities and then summarise their results and feedback to all participants. Summaries of the outputs of each of the groups are provided below.

##### Group 1

Key issues and opportunities raised within this group include:

- In order to reflect the surroundings of the site, any development should be of a higher density along the eastern extent, with lower densities towards the west of the site;
- The first phase of housing development should be to the east of the site and then move towards the west;
- Different views regarding the location and relationship of academic facilities and housing on the site;
- There should be flexibility in the Masterplan to cater for the possible widening and junction improvements on the M11 and the possible extension of the Park and Ride facilities;
- Concern over access points into the site and the possible traffic generated on Huntingdon Road and Maddingley Road as a result of the development;
- High expectations in respect of the quality and scale of open spaces;
- Open spaces should not just act as a buffer for the site, but should provide 'tranquil' places for the community;
- There should be pedestrian and cycle linkages into the existing networks and bridleways; and
- Any design codes on the site should go beyond Breeam "excellent" standard.

##### Group 2

Key issues and opportunities raised within this group include:

- Concern over the possible traffic generated by development on Huntingdon Road and Maddingley Road;
- There should be adequate parking facilities within the new developments;
- There should be high quality public transport provision within and surrounding the site;
- Important to enhance transport linkages into the countryside;
- Integrate Park and Ride facilities into the Masterplan;

- Separate cycling and pedestrian paths;
- Ensure adequate provision of schools, medical facilities and community spaces for the new and existing communities within the area;
- The development should be accessible to the wider community and not just University affiliated persons;
- Development on the site should be sensitive to the existing community and environment; and
- Development on the site should incorporate “top quality” urban design.

#### Group 3

Key issues and opportunities raised within this group include:

- Some scepticism about the transparency of the process the University is undertaken;
- Any public realm development on the site should be of a high quality;
- There is currently inadequate community facilities in the area and North West Cambridge development provides an opportunity to improve this provision;
- Concern over the amount of land-take used for access points to the site; and
- It will be important for development to respect the building heights and topography of the surrounding area.

#### Group 4

Key issues and opportunities raised within this group include:

- Building scale and density should respect and be balanced with open space provision;
- Need to ensure that the provision of open space is of a high quality ;
- Provision of affordable housing v.s private housing, in particular the amount of each and the accountability of this mix;
- Need to ensure that there is adequate noise buffers incorporated into the Masterplan; and
- There is a currently inadequate community facilities within the area and the development at North West Cambridge provides an opportunity for further provision, including the creation of a new village centre.



All groups had a chance to feedback to the wider group. The principle issues and opportunities related to the provision of community facilities, traffic generated by the development and quality of the development.

## 2.5 THEMED WORKSHOPS

Drawing from the outputs of the first breakout session, the issues raised were collated into four themed groups and participants chose which themed Workshop they wanted to attend. The issues and opportunities raised in the first breakout session formed the basis for discussion within this exercise. The breakout groups were arranged to explore the following themes:

- Environment
- Movement



- Mix of use
- Place and quality

The range of ideas generated in the breakout groups were wide and varied. The principal points considered by the groups are outlined below.

#### Environment

This group looked at the issues, opportunities and constraints of the natural environment of the site. The group recognised the site contains areas of ecological value, nature conservation interests and views in and out of the site that should be protected and enhanced.

Key issues raised included;

- Need to overcome noise generated from road traffic. This highlighted the importance of landscape buffers;
- Protection of distant and locally important views;
- Creation of recreational cycling and walking routes linking to the countryside;
- Important to maintain habitat connectivity through the Masterplan;
- Achieving high standards of sustainable development;
- Important to preserve the visual quality of 19 Acre Field area;
- Retaining and restoring old field patterns;
- Creating “tranquil” open spaces of a high quality (not token green spaces);
- Opportunity to create an ecological sanctuary;
- Protect the strategic gap between Girton and the site;
- Diversity of landscape types and spaces;
- Ensure the protection of existing mature trees; and
- Aim to improve biodiversity.

#### Movement

This group looked at the issues, opportunities and constraints relating to transport, access and movement. The potential traffic that could be generated along Maddingley and Huntingdon Road was of particular concern to the majority of participants. The location of access points was also a concern.

Key issues raised included;

- The road network surrounding the site forms an important gateway into Cambridge;
- Transport infrastructure should be integrated and respect the site’s environs;
- The M11 corridor should deal with strategic traffic and rat-runs should not be encouraged;
- There should be high quality public transport links into the City Centre;
- There is an opportunity to create an extensive pedestrian and cycle network throughout North West Cambridge with links to the surrounding areas and the City Centre;

- The development of a new park and ride facility on the site should be explored;
- The orbital link provides a good opportunity to improve accessibility for existing and new residents within the area;
- It is important to promote sustainable transport development, that could include limiting parking spaces and the creation of travel plans; and
- The provision of a guided bus is a good idea for the area.

#### Mix of uses

This group looked at the possible mix of uses on the site. The majority of participants believed this site provides an opportunity for a comprehensive mixed use scheme although not all participants agreed on the make up of this mix. The group was also of the view that it is important that this development is not wholly for University and associated facilities but also serves and is integrated with the wider area. There were a range of views regarding the density of development.

Key issues raised included;

- Some members of the group considered that The site has the development capacity appropriate to deliver higher density development including taller buildings;
- Understanding land capacity issues – will help to guide the place-making priorities;
- Some members of the group considered that colleges should be of a low density;
- Densities should be lower to the west of the site;
- Phasing of the development will be important when considering the mix of uses;
- Community facilities are much needed within the area. The Masterplan should allocate land for a community hall/space, medical facilities, good quality recreation facilities and schools;
- Potential for creation of a 'Village'- small town centre;
- Important to provide a range of housing types;
- Important not to locate housing and institutions in close proximity to each other;
- Housing and college uses need sensitive integration and respect for quality and character;
- Need for more laboratory space;
- The development should include commercial space; and
- The SSSI should be accessible (but its value protected).

#### Place and quality

This group looked at the issues and opportunities on the site in relation to creating a 'place' and identified what characteristics and features are important to the group.





Key issues raised included:

- Relationship between the proposed development at North West Cambridge and the NIAB development;
- It will be important to consider the scale of development that will back onto existing properties;
- The North West Cambridge proposals should integrate physically, culturally and socially with environs and Cambridge;
- Phasing is important – to get the community facilities in early as possible as may mean there is a need for market housing in early phases to pay for these facilities;
- Suburban and semi rural density preferred on the site;
- Future of existing residential properties was of a concern;
- Provision of public spaces that are of high quality and provide a destination;
- Provision of exemplar development that is value driven rather than profit driven;
- Buildings should respect the semi rural setting of Cambridge;
- The development will be the new gateway to Cambridge and should respect this;
- Important to provide key worker housing in phase 1 of any development on the site; and
- Mix of uses, central expansion, location and identity are all important features of creating a high quality 'place'.

## 2.6 KEY ISSUES FOR FURTHER TESTING

Following the group sessions, the participants reconvened with the entire group and the key issues raised during the afternoon were identified.

Key themes identified throughout the Workshop included;

- Connectivity;
- North West Cambridge as part of the City, not isolated development;
- Tensions between mix of uses; and
- Environmental issues including urban to rural edge, scale and quality of development.

The technical team identified the next steps for further appraisal prior to and during the second Masterplanning Workshop and the subsequent stages of the study. These included:

- Review and analysis of responses;
- Consideration and testing of emerging development scenarios and technical issues;
- Additional technical testing; and
- Further meetings with stakeholders and technical advisors.

The participants were handed a Questionnaire to fill out and return either during the session or posted to the consultant team for analysis.

# 3. exhibition

## public open evening

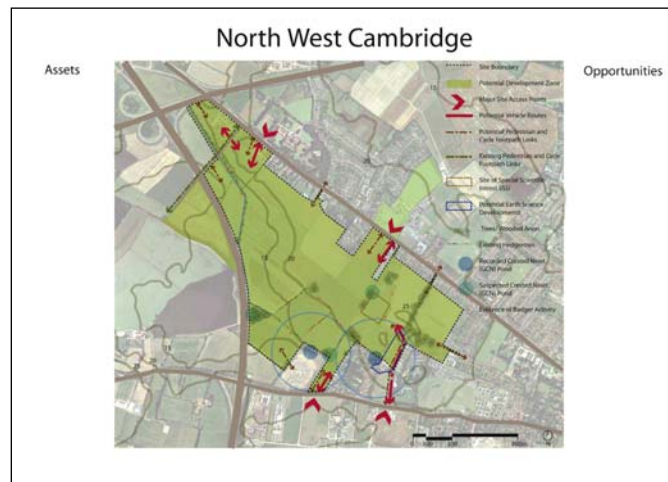


### 3.1 SUMMARY OF THE PUBLIC EXHIBITION

Following the daytime Key Stakeholders Workshop a public exhibition and open evening was held at the New Auditorium, Fitzwilliam College for local residents and interested parties.

The exhibition explained the collaborative process the University is undertaking to create the Masterplan for North West Cambridge, the planning, landscape and visual, ecological and transportation context of the site and surrounding area. Four large tables were positioned around the room for discussion purposes with a large plan showing the strategic context of the site. Various technical specialists were in attendance to answer questions and provide advice.

*Plan used for discussion: Strategic Context of the Site*



The event was publicised through a mailshot of over 2,000 leaflets to houses in the area and a notice on the North West Cambridge website. The Cambridge Evening News ran a feature article advertising the event and providing background to the project.



Approximately 400-500 people attended the public exhibition. Comments and questions focused on the following principal areas:

- Traffic and transport issues on the surrounding roads;
- Lack of service and local amenities provision;
- Preservation of the natural environment;
- Mix of uses; and
- The Masterplanning process.



A variety of responses were received. Comments were made both in support of and against the development at North West Cambridge. A number of attendees accepted that development on the site was inevitable.

Questions were raised by some participants regarding the nature of the Universities proposals given that original development plans produced in the past are now redundant.

The majority of participants accepted that there is a need for affordable housing within Cambridge. However there was some concern that provision on the site will only be for University staff. There was extensive support for the provision of community, health and local shopping facilities to serve the wider area, as attendees stressed there is currently inadequate services available to the existing communities.

Many attendees expressed concern over the quality of development and wanted reassurance that development at North West Cambridge would be of a different character and quality to West Cambridge. The preservation of the environmental and rural quality of the site was also raised by a large number of attendees.

All participants were handed the same questionnaire as the Workshop participants to fill out and return either during the session or posted to the consultant team for analysis (see Section 4).

The feedback summarised above, as well as all other comments submitted during the public exhibition and the Questionnaire results, will inform the emerging principles for the development at North West Cambridge. A further exhibition will be conducted on the 27 January 2005.

# 4. questionnaire responses



## 4.1 OVERVIEW

During both the Workshop and the public exhibition a questionnaire was distributed to participants to give them an opportunity to comment on the emerging Masterplan. Many useful responses were received during and following both events held on the 12 of January 2005. Over 70 responses to the questionnaire were received. These responses have been analysed and taken into account in the emerging Masterplan.

## 4.2 SUMMARY OF KEY ISSUES

The key issues and opportunities arising from the responses to the questionnaire are summarised below.

Responses to Individual Questions	Responses (% total)				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a. It will be very important for the development proposals to sensitively respond to views into and out of the site.	61%	22%	5%	5%	0%
b. If the bats, badgers, great crested newts and water voles can not be retained on site they could be relocated to a suitable alternative environment.	19%	16%	16%	8%	27%
c. The Hedgerows form an important feature on the site.	54%	14%	22%	4%	0%
d. The development should be designed to improve public access from Cambridge into the rural areas.	32%	14%	31%	5%	7%
e. The “green” strategic gap between Girton and Cambridge is an important characteristic of the area.	62%	8%	9%	9%	3%
f. Planning these proposals comprehensively will help in achieving a quality development.	59%	16%	5%	1%	4%
g. Development of the site will allow the creation of a new quality urban edge.	14%	15%	27%	7%	24%



### *Accessibility and Connectivity*

The improvements to accessibility which received greatest support (in order of priority) were as follows:

- Reduce traffic and congestion;
- Improve public transport;
- Prioritise and provide separate cycle and pedestrian routes;
- Improve pedestrian access and linkages;
- Improve existing and create new park and ride facilities;
- Reduce costs of public transport and park and ride to make them more attractive alternative to use of the car;
- Improve road infrastructure, including a possible new road link to reduce congestion;
- Encourage traffic calming (including traffic lights or roundabouts); and
- No through roads which may be used as rat runs.

### *People and Community Facilities*

The improvements to existing community facilities and the preferences for new facilities which received greatest support (in order of priority) were as follows:

- Local shopping facilities including post office, bank, mini-supermarket, pub & church;
- Retain and protect nature reserve, conservation areas and green spaces;
- Cycle and pedestrian paths;
- Public and recreational areas;
- Health care facilities, doctors, nurses and midwives;
- Leisure facilities;
- Balanced proportion of affordable, key worker and private housing;
- Requirement for a new school;
- Creation of off road pedestrian paths and walkways; and
- Retain existing trees and plant new trees.

### *Other Comments*

Other comments received during the Workshops and exhibition included the following;

- Importance of high quality development;
- Development should be different to University's development at West Cambridge;
- Need to respect existing communities during construction;
- Requirement for good quality housing;
- Discourage high density housing;
- Need for affordable homes;
- Protect green corridors;
- Concern over the implications of removal of land from the Green Belt;
- Retain the strategic green gap;
- Protection of views;

- Protection of mature trees;
- Need for more information to be made available on the proposed development; and
- Need for more exhibitions and open evenings throughout the process to keep people informed.



# 5. the next steps

Two further stages of consultation will take place with Stakeholders and the Public, during which they will have an opportunity to contribute to the further development of the Masterplan.

Stage 2 of the consultation is proposed to commence on the 25<sup>th</sup> and 27<sup>th</sup> of January 2005. It is intended that the consultation will achieve the following:

- Consider Masterplan options;
- Examine the principles and parameters of the emerging Masterplan;
- Identify any outstanding concerns; and
- Develop Masterplan proposals.

Stage 3 of the consultation is proposed to commence on the 1<sup>st</sup> and 2<sup>nd</sup> of March 2005. The objectives of this stage of the consultation are to:

- Present Masterplan proposals
- Discuss detailed Masterplans for specific areas
- Discuss key issues and opportunities; and
- Develop proposals for specific areas.

All stages will include a series of workshops and public exhibitions.

The public and key stakeholders will have an opportunity to review and comment on the proposals in more detail during the further stages of consultation.





# appendix a1

## STAKEHOLDER WORKSHOP INVITEES

The following individuals and organisations were invited to the North West Cambridge Key Stakeholder Workshop:

### *ALFRED FRENCH & SONS*

### *ANGLIAN WATER*

Mr Steve Raven, Development Engineering

### *ASCENSION BURIAL GROUND*

Reverend Philippa King

### *CAMBRIDGE BADGER GROUP*

Mr Steve Parnwell

### *CAMBRIDGE BAT GROUP*

Mr Chris Vine

### *CAMBRIDGE CITY COUNCIL*

Cllr Jenny Bailey, Executive Councillor – Planning and Transport

Cllr Alan Baker, Chair - Planning Committee

Cllr Marie-Louise Holland, Castle Ward Councillor

Cllr Simon Kightley, Castle Ward Councillor

Cllr John Hipkin, Castle Ward Councillor

Cllr Sian Reid, Newnham Ward Councillor

Cllr Julie Smith, Newnham Ward Councillor

Cllr Rod Cantrill, Newnham Ward Councillor

Mr Brian Human, Head of Policy and Projects

Mr David Roberts, Principal Planning Manager

### *CAMBRIDGE CYCLING CAMPAIGN*

### *CAMBRIDGE FRIENDS OF THE EARTH*

### *CAMBRIDGE FUTURES*

Professor Marcial Echenique

### *CAMBRIDGE GREEN BELT PROJECT*

Mr Ian Webb

### *CAMBRIDGE MOBILE COMMUNICATIONS*

*CAMBRIDGE PRESERVATION SOCIETY**CAMBRIDGE TRANSPORT FORUM*

Ms Clare Macrae

*CAMBRIDGE WATER COMPANY*

Mr Bob Hardy

*CAMBRIDGESHIRE COUNTY COUNCIL*

Cllr John Reynolds, County Councillor – Girton

Cllr David White, County Councillor – Castle

Cllr Alexander Reid, County Councillor – Newnham

Mr Brian Smith, Director of Environment & Transport

Mr Mark Vigor, Head of Strategic Planning

Ms Kathy Baldwin, Strategic Planning Manager

Mr Graham Hughes, Head of Transport Development

*CAMBRIDGESHIRE HORIZONS*

Mr Stephen Catchpole, Chief Executive

Mr John Onslow, Director for Development

Mr Peter Studdert, Director for Sustainable Communities

*CAMBRIDGESHIRE WILDLIFE TRUST*

Mr N Miller

Mr M Baker, Senior Conservation Officer

*CAMPAIGN TO PROTECT RURAL ENGLAND*

Ms T Humphrey, Branch Co-ordinator, CPRE Cambridgeshire

Ms Shirley Fieldhouse

*CDT LTD*

Representative

*CLERK MAXWELL ROAD RESIDENTS ASSOCIATION*

Mrs J Etheridge

*CONCERNED RESIDENTS OF NORTH WEST CAMBRIDGE (CRONC)*

Mrs Kate Paterson

*COUNTRYSIDE AGENCY*

Representative

*EAST OF ENGLAND DEVELOPMENT AGENCY*

Ms N Blaken, Planning & Development Manager

*EDF ENERGY NETWORKS*

Mr Jim Whiteley

*ENGLISH HERITAGE*

Mr Greg Luton, Director, East of England Regional Office  
Miss F Fletcher, Planner, East of England Regional Office

*ENGLISH NATURE*

Ms Sarah Fendley

*ENGLISH PARTNERSHIPS*

Mr Richard Harrington

*ENVIRONMENT AGENCY*

Mr A Ireland, Development Planning Officer, Anglia region, Central Area

*GIRTON PARISH COUNCIL*

Mrs Helen Bracey, Clerk

*GO-EAST*

Mr J Dowie, Director of Planning & Transport

*GREATER CAMBRIDGE PARTNERSHIP*

Mr Martin Garratt, Director

*HIGHWAYS AGENCY*

Mr A Kirkdale, Network Strategy Manager

*HUNTINGDON ROAD RESIDENTS ASSOCIATION*

Mr Philip and Mrs Jane Gaffney

*MEMBERS OF PARLIAMENT*

Anne Campbell MP  
Andrew Lansley MP

*NATIONAL INSTITUTE FOR AGRICULTURAL BOTANY (NIAB)**RAMBLERS ASSOCIATION*

Mr Bill Thompson, Area Access Officer – Cambridgeshire  
Mr Graham Thomas, Area Footpath Officer – Cambridgeshire

*RSPB*

Eastern England Regional Office

*SHAPE*

Mr Ben Koralek, Director

*SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL*

Cllr David Bard, Planning & Economic Development Portfolio Holder  
Cllr Mrs Jane Healey, Girton Ward Councillor  
Cllr Eustace Bullman, Girton Ward Councillor  
Mr David Hussell, Development Services Director  
Mr Keith Miles, Planning Policy Manager

*STAGECOACH CAMBRIDGESHIRE*

**Mr Andy Campbell, Managing Director**

*STOREYS WAY RESIDENTS ASSOCIATION*

**Mr John Chaplin**

*THE 19-ACRE FIELD RESIDENTS ASSOCIATION*

**Mr Lawrence Greene**

*THE TRAVELLERS REST PUBLIC HOUSE*

*TRAFFIC INTERNATIONAL*

*TRANSPORT 2000*

**Mr Simon Norton, Co-ordinator**

*UNITED NATIONS ENVIRONMENT PROGRAMME – WORLD  
CONSERVATION MONITORING CENTRE*

*WILBERFORCE ROAD/CLARKSON ROAD RESIDENTS ASSOCIATION*

**Mr R Pollard**

# appendix a2

## STAKEHOLDER WORKSHOP PARTICIPANTS FROM THE CLIENT TEAM

The following members of the client team attended the Workshop:

### CLIENT

*University of Cambridge*

David Adamson, Director  
Lindsay Dane, Head of Property & Planning  
Paul Milliner, Planning Officer  
John Clarke, Planning Officer  
Martin Whiteland, Environmental Officer  
Tim Holt, Press Officer

### WORKSHOP FACILITATOR

*Kevin Murray Associates*

Kevin Murray

### CONSULTANT TEAM

*EDAW*

Charlie Ledward  
Andrew Jones  
Bill Hanway  
Craig Beconsall  
Rob Cairns  
Philippa Rech  
Adam Cook  
Sally Martin  
Helen Sargent

*Peter Bretts Associates*

Greg Callaghan  
Elliot Page

*Chresswell Associates*

Mike Dean

### STAKEHOLDERS

The assistance and keen participation shown by all stakeholders and public exhibition attendees during the course of the event is gratefully acknowledged.



# appendix a3

## ATTENDEES TO KEY STAKEHOLDERS WORKSHOP

### *Cambridge City Council*

Cllr John Hipkin Castle Ward  
Brian Human, Head of Policy and Projects  
Myles Greensmith, Principal Research & Information Officer  
David Roberts, Principal Planning Manager  
Sybille Thirion, Transport Policy Manager  
Catrin Davies, Planning Officer

### *South Cambridgeshire District Council*

Cllr Eustace Bullman, Girton Ward, former Council Chairman  
Cllr Jane Healey, Girton Ward  
Cllr David Bard, Planning & Economic Development Portfolio Holder

### *Girton Parish Council*

Helen Wilson, Vice-Chairman

### *Cambridgeshire County Council*

Cllr Alex Reid, Newnham Ward  
Cllr David White, Castle Ward

Graham Hughes, Head of Transport & Development

### *Cambridgeshire Horizons*

Sir David Trippier, Chairman  
Stephen Catchpole, Chief Executive

### *Anglian Water*

Andrew Hagues

### *Cambridge Water*

Bob Hardy

### *Highways Agency*

Tony Potter

### *EDF Energy*

Jim Whiteley

### *Ramblers Association*

Dr Roger Moreton



David Elsom

*Campaign to Protect Rural England*

Shirley Fieldhouse

*Cambridge Preservation Society*

Carolin Gohler

*Traffic International*

Marcus Phipps

*Huntingdon Road Residents Association (HURRA)*

Valerie Holt

Dr W. T. Lamb

*Concerned Residents of North West Cambridge (CRONC)*

Professor Victor Whittaker

Mrs M P Whittaker

*19 Acre Field Residents Association (NAFRA)*

George Winch

Fiona Cornish

*North Newnham Residents Association*

Roger Pollard

*Windsor Road Residents Association (WIRE)*

Dr Ann Mullinger

*Lansdowne Road Residents Association*

Dr Sheila Jackson

*Cambridge Futures*

Professor Marcial Echenique

*University of Cambridge EMBS*

David Adamson, Director

Lindsay Dane, Head of Property & Planning

Paul Milliner, Planning Officer

John Clarke, Planning Officer

Martin Whiteland, Environmental Officer

Tim Holt, Press Officer

*Peter Brett Associates (Transport Consultants)*

Greg Callaghan

Elliot Page

*Cresswell Associates (Ecology Consultants)*

Mike Dean

*EDAW*

Charles Ledward, Principal

Bill Hanway, Principal

Andrew Jones, Principal  
Philippa Rech, Senior Planner  
Craig Beconsall, Masterplanning Consultant  
Rob Cairns, Senior Landscape Architect  
Adam Cook, Landscape Architect  
Sally Martin, Ecologist  
Helen Sargent, Sustainability Consultant



# North West Cambridge Masterplan



Stage 2 Consultation  
Workshop & Public Exhibition  
25 and 27 January 2005 - Summary Report



January 2005

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### **Acknowledgement**

The University of Cambridge and the consultant team are grateful for the time and input of all technical advisors, stakeholders, local residents and members of the public who attended the Stakeholder Masterplan Workshop and Public Exhibition on 25 and 27 January 2005. The Stakeholder Masterplan Workshop and Public Exhibition form part of the collaborative design process and were designed to ensure that the views of stakeholders and local residents inform the early stages of the development process. Without the dedicated efforts of all participants, the workshop and public exhibition would not have been possible.

# 1. introduction



## 1.1 THIS REPORT

The University of Cambridge held a Stakeholder Workshop and a Public Exhibition on the 12 January 2005 which sought to explore and establish principles for developing land in its ownership at North West Cambridge between Madingley Road and Huntingdon Road. Following this, a further Stakeholder Workshop and a Public Exhibition were held on the 25 and 27 of January 2005 respectively to consider the Masterplan options and examine the principles and parameters to guide the emerging development proposals.

The site has the potential to make a significant contribution to new student accommodation, academic and collaborative research facilities that the University requires over the coming years, and in particular to meeting the need for affordable housing for University staff (key worker housing).

Whatever development is ultimately proposed for the site, the University of Cambridge is of the opinion that it must be of the highest possible quality, and encompass principles that maximise the benefit to North West Cambridge and the wider Cambridge area.

The University recognises the complexity and magnitude of the proposed development at North West Cambridge and therefore feels it is essential to undertake an extensive and collaborative consultation process. This is to occur throughout masterplan preparation and this process has commenced with three preliminary phases, as follows;

- Stage 1: Stakeholder issues and opportunities review
- Stage 2: Review of site wide masterplan proposals
- Stage 3: Area specific masterplan proposals

Each of the three preliminary stages of consultation involve Workshops, to whom a variety of stakeholders have been invited, including representatives from Cambridge City Council, South Cambridgeshire District Council and Cambridgeshire County Council and representatives from organisations including CABA, English Partnerships, EEDA, GO-East, the Environment Agency, transport providers, local environmental groups and residents associations.

The purpose of the three staged approach is to gradually build up a series of preliminary masterplan proposals for the NW Cambridge site in a controlled and planned manner, which can at each stage be subject to technical review and approval by the University. Furthermore, through this transparent approach, key stakeholders will be involved in the formative stages of the Masterplan and can gain a thorough understanding of the requirements and

issues. There is also potential for Stakeholders to influence the Masterplan development process.

This collaborative approach to plan making, fully supported and encouraged by Government, mitigates potential conflict through discussion. It can thereby assist in the development of a masterplan which has 'buy-in' from the various stakeholders. It is intended that the outputs from the collaborative Workshop events will inform the Cambridge Local Plan Inquiry which is due to commence in Summer 2005.

To date the following events have been undertaken as part of Stage 1 and Stage 2 of the collaborative consultation process:

#### **Stage 1: Issues and Opportunities**

1. Stakeholder Workshop- 12 January 2005 (morning/afternoon); and
2. Public Exhibition - 12 January 2005 (evening).

#### **Stage 2: Masterplan Proposals Review**

3. Stakeholder Masterplan Workshop- 25 January 2005 (full day); and
4. Public Exhibition - 27 January 2005 (evening).

This report summarises the process and outcomes of Stage 2 of the process. Stage 1 is summarised within the Workshop & Public Exhibition: 12 January 2005 - Summary Report which has been distributed to all Workshop participants. Further copies of this report can be obtained from the University.

The Workshops and Public Exhibitions were held to draw on the views, aspirations and experience of a wide range of interested parties and to establish the principles and parameters of the emerging options.

This report, prepared by the consultant team, provides an account of the proceedings and summarises the outputs of the Stage 2 events.

### **1.2 AIMS OF THE STAKEHOLDER MASTERPLAN WORKSHOP**

The collaborative workshop process being undertaken by the University allows potential constraints, opportunities and aspirations to be thoroughly examined by interested parties. It encourages innovative solutions to issues such as transport, ecology, mixed uses and design.

The aim of the Masterplan Workshop was to report the feedback from the Stage 1 consultation and to develop principles and parameters for the development of a Masterplan of the highest quality based on local constraints and urban design principles, through a spatial exercise. By adopting a collaborative approach, the emphasis was on developing creative and spatial solutions to address outstanding concerns of participants and to develop the basis of the spatial Masterplan options.

The Masterplan Workshop brought together key stakeholders- technical advisors, County Council and City Council officers, statutory agencies and interest groups- to investigate possibilities for the future of the proposals for the site at North West Cambridge. A full list of the organisations and



individuals invited is included in Appendix A1, and the schedule of attendees is included in Appendix A2.

### 1.3 AIMS OF THE PUBLIC EXHIBITION

The aim of the Public Exhibition was to give the public a forum and opportunity to view and comment on the emerging Masterplan options and the principles and parameters developed during the Stakeholder Masterplan Workshop and to put forward their own aspirations and raise any outstanding issues. The Exhibition also informed the public of the next stage of the consultation process.

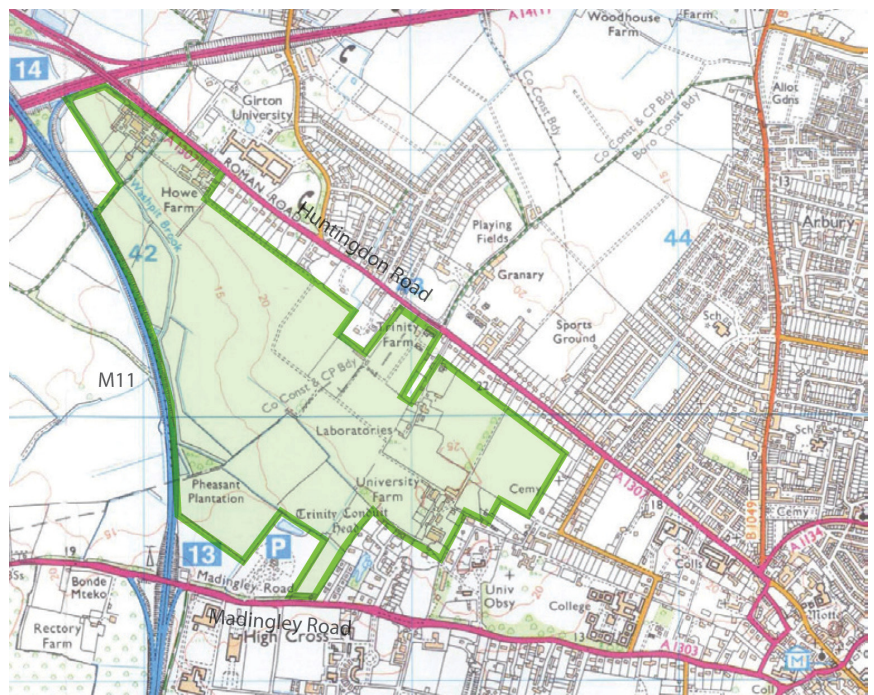
The Masterplan Workshop and the Public Exhibition provided a forum to develop and refine the emerging spatial parameters for the development of a Masterplan for North West Cambridge. This represents the first stage of the consultation process and there will be opportunities for further consultation and discussion throughout the process of development of the Masterplan proposals.

### 1.4 THE CONTEXT

#### The Site

The site is in the ownership of the University of Cambridge and is located to the North West of the City. The site falls within an area bounded by Huntingdon Road (A1307), Madingley Road (A1303) and the M11 motorway. The eastern boundary of the site consists of large residential dwellings, to the south by a mix of residential dwellings, colleges, university facilities and park and ride facilities. The western boarder is delineated by the M11 and the northern boundary by the A14.

The site currently accommodates the University Farm and other University and non-University research facilities, and arable farm land, and includes an SSSI, and areas of ecological value.





### Planning Policy Context

Regional Planning Guidance for East Anglia to 2016 (RPG6) supports the further development of higher education, research and technology and echoes Government policy on the promotion of investment in knowledge creation, transfer, exploitation and entrepreneurial activity. It sets out a clear expectation for the Cambridge Sub-Region. The Sub-Region is to develop further as a leader in education, research and knowledge based industry whilst protecting the historic character and environmental qualities of the area. The guidance establishes the overall level of development to be achieved together with a sequential approach to identifying sustainable locations for development.

Land between Madingley Road and Huntingdon Road has been identified in the Cambridgeshire & Peterborough Structure Plan as an area to accommodate the future long term needs of the University. It is to be developed as a an expanded community focussed on the University and will comprise a compact, mixed development with efficient use of land, improved connections between housing, jobs, amenities and services and a very high quality of urban design. The Structure Plan requires a masterplan to be prepared for the site in parallel with the preparation of development plans. The approach to masterplan preparation adopted by the University of Cambridge is consistent with current planning objectives in both the Structure Plan and in the Redeposit Draft Cambridge Local Plan (2004).

It is intended that the emerging Masterplan will inform the Cambridge Local Plan Inquiry in Summer 2005 and feed into the preparation of the Area Action Plan for North West Cambridge which will commence in 2006 and form part of the South Cambridgeshire Local Development Framework.

### 1.5 GOALS AND OUTPUTS FOR THE MASTERPLAN WORKSHOP AND PUBLIC EXHIBITION

The objective of the Masterplan Workshop and Public Exhibition was to create and investigate the spatial principles and parameters of the Masterplan options for the land at North West Cambridge and outline the project process.

In realising this goal, the purpose of the Masterplan Workshop and the Public Exhibition was to inform the project team of the spatial aspirations and issues on the site and to engage stakeholders and the public in the development of preliminary masterplanning options. The objective of the consultation process undertaken to date was to achieve the following outputs:

- Identify key issues and opportunities;
- Establish guiding spatial principles and parameters;
- Identify outstanding issues for further consideration and development
- Highlight specific projects for more detailed testing; and
- Consider and develop Masterplan options.

The comments received will be analysed and taken into account in the further testing and refinement of the preliminary Masterplan options before the third Stakeholder Workshop and Public Exhibition to be held on 1 and 2 March 2005 respectively.

# 2. key stakeholders

## Masterplan workshop



### 2.1 OVERVIEW

The intention of the Stakeholder Masterplan Workshop was to inform key stakeholders of the masterplanning process, identify issues and opportunities on the site, begin to discuss key principles and parameters of the Masterplan and inform participants of the timetable for Masterplan preparation.

The Workshop commenced with introductory comments from the Estate Management and Building Services (EMBS) department of the University. This was followed by a presentation from the project team and two themed group breakout workshop sessions. The day concluded with the participants re-assembling to present the findings of breakout sessions and to discuss these with the wider group.

The Masterplan Workshop was attended by 40 stakeholders (see Appendix A2) including representatives from the three local authorities, from statutory bodies, organisations and local residents associations.

### 2.2 INTRODUCTORY COMMENTS

The introductory comments from EMBS established the University objectives and role in North West Cambridge and explained the nature and reasons for the consultation process. The opening statement also informed participants of the progression of the masterplan, the planning process and introduced the consultant team.

The University also highlighted its commitment to preparing the Masterplan for North West Cambridge as part of an on-going collaborative process.

### 2.3 CONSULTANT PRESENTATION

The EMBS and consultant team delivered a presentation on the following;

- Aims of the Workshop and programme for the event;
- Masterplanning process, including an explanation of how the consultation fits into this process;
- Spatial parameters, including a discussion of NW Cambridge as a new 'City Quarter';
- Development Content of the masterplan including the identification of possible land uses; and
- Explanation of the tasks to be undertaken in the workshop breakout sessions.



## 2.4 FIRST BREAKOUT WORKSHOP INTERACTIVE SESSION: THEMED EXERCISE

Following the consultant presentation the participants were divided into four groups to discuss particular aspects of the masterplan brief. These related to the following themes:

- Open space/environmental network
- Access and permeability (all modes)
- Provision of a 'New neighbourhood centre' to serve a wider area
- North West Cambridge as the centre of a new city quarter.

The participants were asked to consider the following questions in relation to their workshop theme:

1. What is relationship between structural elements and wider area?
2. Can the development components be combined?
3. What are the spatial implications for development proposals for NW Cambridge? What are the guiding principles?
4. What are the key issues/decisions (e.g. infrastructure)?
5. Are there any links and benefits?
6. Are there any disadvantages or problems?

Summaries of the outputs of each of these groups are provided below.

### Group 1: Open space/environmental network

This group looked at the key questions in relation to open space environmental network. The group identified spatial parameters for the retention, preservation, enhancement and creation of high quality open space (refer to Figure 1). Key issues raised include:

- Protection of areas of ecological importance;
- SSSI as a focal point and park;
- Creation of buffer areas;
- Spatial separation between Girton and Cambridge;
- Network of green space to integrate development with wider area;
- Denser development closer to the city, colleges on the north part of site and residential on the south; and
- Creation of gateway/arrival point on Huntingdon road adjacent to M11-potential for tall landmark building.

### Group 2: Access and Movement

This group looked at the key questions in relation to Access and Movement issues. The group began to identify spatial parameters and principles for the site, which involved the emergence of two distinct scenarios for the site - 'a compact development' that maximises open space and an approach that left a large open space within the middle of the site at the Girton Gap. The orbital link road was seen as an important feature of any further development.

Key issues raised include:

- The need for a link road (NIAB/North West Cambridge/West Cambridge) to be designed as a street and not a road and to serve as a public transport corridor. Through traffic to be discouraged;
- Alternative approaches to development e.g.- concentrated development on southern part of site and leave rest as open space or separate development with a green corridor;
- The need for advanced planting in buffer area;
- Part of city- not separate university development;
- Concern about growth in traffic;
- Strategy must improve public transport;
- The need for green buffer between development zones;
- If park and ride facility is relocated to Cambourne use existing site for development related parking facility; and
- The need for a co-ordinated approach with NIAB and potential for more intensive uses on Huntingdon Road.

### **Group 3: 'New neighbourhood centre' for wider quadrant**

This group looked at the key questions in relation to creating a new neighbourhood centre within the development. A key message put forward by participants was the surrounding area currently lacks facilities for existing residents and the majority of participants felt it was important to create the new neighbourhood centre at North West Cambridge.

Key issues raised include;

- A lack/shortage of facilities to serve existing communities (e.g. post office, medical centre and library). No existing facilities on Madingley Road. No publicly accessible open space;
- The need to preserve the distinctiveness of Girton and not drain village of remaining services/facilities;
- Concern at lack of facilities at West Cambridge, new centre needs to serve West Cambridge;
- Early provision of community facilities required. Need for flexibility and space to meet requirements over time. Development needs to start in phase 1 ;
- Support for a range of facilities particularly health, nursery/crèche community room, local park and local shops. Potential for pub/café;
- A local park to be linked with the countryside with network of footpaths;
- The need for a primary school;
- Centre needs to be accessible to local community by good public transport (e.g. shuttle services/community bus);
- Benefit of a single focus-potential for shared use of car parking for different activities at different times of day;
- Concern about existing town and gown mentality. Need to maximise the potential for shared use of facilities;
- Local residents maybe prepared to walk up to 20 mins to facilities;



- New facilities need to be viable; and
- The need to reserve the right site for development of the neighbourhood centre. Doesn't all have to be built at once provided space reserved for alter extension.

#### **Group 4: North West Cambridge at the centre of a new City Quarter.**

This group looked at key questions in relation to North West Cambridge as a new City Quarter of Cambridge. This group highlighted the importance of retaining and maximising open space on the site.

Key issues raised include;

- Development needs to be inclusive- importance of signage;
- Needs to be a publicly accessible site;
- Concern about balance of open space and developed area, - suggest 30% development and 70% open space;
- Importance of accessibility- network of roads and cycleways;
- Integration with West Cambridge and the wider area;
- Option for location of centre- Huntingdon Road maybe suitable for shops or a central location could be considered;
- Can affordable housing be high quality?;
- Mix of uses- integrated or separate; and
- Importance of relationship between site coverage, open space and quality of development.



#### **2.5 SECOND BREAKOUT WORKSHOP INTERACTIVE SESSION: SPATIAL EXERCISE**

The participants split into four groups for the purpose of the second interactive session which considered spatial aspects of the Masterplan and the distribution of landuses. During the session participants carried out a spatial exercise to explore very initial ideas on the possible principles and parameters for development of the site.

Key principles which emerged from this event for further testing in the development of the Masterplan options were as follows:

- Opportunities for publicly accessible green buffers and the creation of a network of open spaces;
- Need to further explore whether the area of denser development should be located closest to the City Centre or the centre of the site;
- Importance of maximising public access into and through the site;
- The proposals must be integrated with West Cambridge, NIAB and the surrounding area;
- Retaining the distinctiveness of Girton and Cambridge;
- Opportunities for creating a new local centre with services and facilities for the wider community; and
- Opportunities for creating a north/south transport corridor linking the area with the Northern Fringe and Science Park.



**Spatial exercise:**

Each breakout group was provided with a base plan of the site and a series of coloured squares that represented the different landuses to be accommodated on the site.

The squares represented the following landuses;

<b>Green</b>	<b>Open Space</b>
<b>Orange</b>	<b>Residential</b>
<b>Red</b>	<b>Academic</b>
<b>Blue</b>	<b>Commercial Research</b>
<b>Brown</b>	<b>Student Housing/ Collegiate</b>
<b>Yellow</b>	<b>Community Facilities</b>

The squares were divided into three sizes depending on the quantum of development required (Large= 4 hectares, Medium= 2 hectares and Small= 1 hectare of development (1 hectare= 40 dwellings or 5,000 sq m built space)).

The groups were asked to consider the spatial layout of the required quantum of development over two indicative phases. For the purpose of this exercise, an indicative phasing was considered comprising Phase 1 (upto 2015) and Phase 2 (2015- 2030). It was acknowledged that in practice, the phasing of development would be subject to the University's need for accommodation during this timescale. The phasing was presented for illustrative purposes only.

For the purposes of this exercise, the landuse requirements for each phase comprised the following breakdown:

	Phase 1	Phase 2
Landuses		
Open Space	All	-
Residential	30ha	10ha
Student Housing/ Collegiate	4ha	8ha
Academic	4ha	12ha
Commercial Research	4ha	16ha
Community Facilities	2ha	2ha

Each group produced a plan for the site which accommodated these indicative land use requirements by arranging the coloured squares in a layout which was fixed to the base plan.

The outcomes from the session are summarised below.

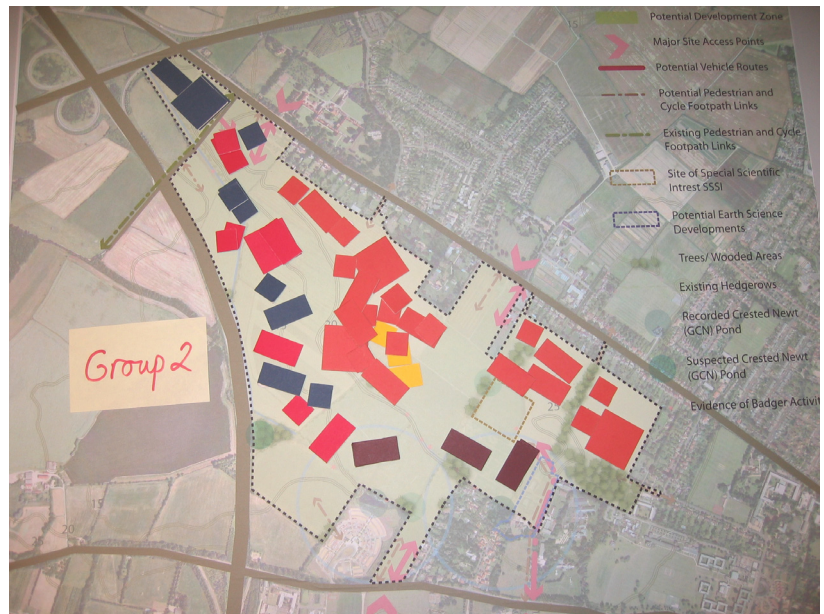
### Group 1.



The spatial outcome of Group 1 can be summarised as follows:

- Denser development towards the City;
- Large proportion of the northern part of the site retained as open space;
- Incorporation of east-west link between NIAB and West Cambridge;
- Link creates a high street through the site;
- Community facilities and mix uses located on high street;
- Location of new college in open grounds on part of 19 Acre Field to minimise impact on adjoining properties;
- Residential development as extension to existing residential areas;
- Research, student housing/collegiate and academic space on northern part of site adjacent to retained open areas;
- Research uses proposed in area adjacent to park and ride site; and
- Creation of taller landmark building/ gateway adjacent to M11 for research use.



**Group 2.**

The spatial outcome of Group 2 can be summarised as follows:

- Two areas of development separated by green corridor;
- More extensive development on the northern part of the site;
- Balance of development and green space in southern part of the site;
- Denser development towards the centre of the site to create a concentrated local centre and focus of activity;
- Creation of new edge to city with large high quality and innovative buildings for research and academic use;
- Creation of north-south and east- west routes/streets through the site;
- Open space distributed throughout the site;
- Creation of buffer/wildlife corridor adjacent to M11;
- Incorporation of link between NIAB and West Cambridge;
- Student housing/ collegiate facilities located to the south of the site set in open space/ecologically sensitive area;
- Residential development on the southern part of the site as an extension to existing residential areas ; and
- Creation of landmark building/ gateway adjacent to M11 for research use.

**Group 3.**

The spatial outcome of Group 3 can be summarised as follows:

- Two areas of development separated by a green corridor;
- More extensive development on northern part of the site;
- Mix of development and green space in southern part of the site;
- Denser development towards the centre of the site to create a concentrated local centre and focus of activity;
- Creation of new edge to city with large high quality and innovative buildings for research and academic use;
- Creation of north-south and east-west routes/streets through the site;
- Open space distributed throughout the site;
- Creation of buffer/wildlife corridor adjacent to the M11;
- Incorporation of link between NIAB and West Cambridge;
- Student housing/collegiate facilities located to rear of properties on Huntingdon Road;
- Residential development on southern part of the site as an extension to existing residential areas with areas of open space; and
- Creation of landmark building/ gateway adjacent to M11 for research use.

**Group 4.**

The spatial outcome of Group 4 can be summarised as follows:

- Two areas of development separated by green corridor/central parkland;
- More extensive development on the northern part of the site;
- Community facilities/local centre located on a north-south high street in the centre of the site;
- Research, academic and colligate located principally on the northern part of the site along Huntingdon Road;
- Residential development overlooking buffer zone along M11;
- Student housing/collegiate accommodation and residential uses on 19 Acre Field;
- Mix of development and green space in southern part of the site;
- Denser development towards the centre of the site along a high street to create a local centre and focus of activity;
- Creation of new edge to city with high quality residential development;
- Creation of north-south and east- west routes/streets through the site;
- Open space distributed throughout the site;
- Creation of buffer/wildlife corridor adjacent to the M11;
- Incorporation of link between NIAB and West Cambridge;
- Residential development on the southern part of site as an extension to existing residential areas;
- Creation of landmark building/ gateway adjacent to the M11 for research use; and
- Incorporation of wind turbines.



## 2.6 KEY ISSUES FOR FURTHER TESTING

Following the group sessions, the participants reconvened with the entire group and the key issues raised during the afternoon were identified and discussed.

The key issues raised included the following themes:

- Scale and density of development
- Degree of concentration or dispersal of development
- Location of the local centre
- Links/streets
- Edge treatments
- Relationship between Girton and Cambridge.

These issues will be assessed in the further development of the Masterplan options.

The technical team identified the next steps for further appraisal and the subsequent stages of the study. These included:

- Review and analysis of responses;
- Consideration and testing of emerging development scenarios and technical issues;
- Additional technical testing; and
- Further meetings with stakeholders and technical advisors.

The participants were handed a Questionnaire to fill out and return either during the session or posted to the consultant team for analysis.

# 3. exhibition

## public open evening

### 3.1 SUMMARY OF THE PUBLIC EXHIBITION

A public exhibition and open evening was held on the 27 January 2005, in the Long Room, New Hall for local residents and other interested parties.

The exhibition explained the following:

- the collaborative process the University is undertaking to create the Masterplan for North West Cambridge;
- the planning, landscape and visual, ecological and transportation context of the site and surrounding area;
- the feedback from Stage 1 of the consultation and results of the first Questionnaire;
- identification of the land use components of the proposed development;
- feedback from the first Stakeholder Masterplan Workshop and the emerging principles and preliminary options; and
- the next steps in the process.

The exhibition included the material produced in the Masterplan Stakeholder Workshop and the further work undertaken by the consultant team after the Workshop in developing the preliminary Masterplan options prepared at the Stakeholder Workshop. On the basis of the four preliminary options prepared by participants at the Stakeholder Workshop, the Consultant Team drew up three preliminary Masterplan options as the similarities between Groups 2 and 3 meant that the outputs of these groups could be represented in a single option by the consultant team. These three preliminary options summarise and incorporate the principles and parameters that were identified within the spatial exercise undertaken by the key stakeholders.

The three preliminary Masterplan options presented for discussion at the exhibition are reproduced overleaf:



### Option 1.



### Option 2.



### Option 3.



Two large tables were provided for discussion purposes, with large copies of the three option plans. Various technical specialists were in attendance to answer questions and provide advice.

The event was publicised through a mailshot of over 2,000 leaflets to households in the area and a notice on the University's North West Cambridge website.

Approximately 150 people attended the public exhibition. Comments and questions focused on the following principal areas:

- The need for further explanation of the three options;
- Location of land uses within the three options;
- Traffic and transport issues on the surrounding roads;
- Current lack of service and local amenities provision for existing residents;
- Preservation of the natural environment;
- Mix of uses; and
- The Masterplanning process.

A variety of verbal responses were received at the exhibition. Comments were made both in support of and against the three emerging development options. Option 1 was preferred by the majority of participants who expressed a preference. In particular, there were a number of positive comments regarding the central open space within this option.

Participants remained concerned about the extent of traffic generated along Huntingdon and Maddingley Road and were keen to understand how the transport network would operate under the different options.

Many participants were concerned about the density of development across the site in each of the options. There was particular concern about the housing densities and type of housing proposed for 19 Acre Field in all options.



There were a significant number of queries and questions regarding the quality of open space. Some participant sought clarification of the implications for fauna and flora and reaffirmed the importance of retaining existing trees.

All participants were handed a questionnaire to fill out and return either during the session or by post (see Section 4).

The feedback from the exhibition summarised above, as well as all other comments submitted during the public exhibition and the questionnaire results, will inform the assessment and refinement of the emerging Masterplan options for future development at North West Cambridge. A further exhibition will be held on the 2 March 2005.



# 4. questionnaire responses



## 4.1 OVERVIEW

A questionnaire was distributed to participants at the Stakeholder Workshop to obtain views on the emerging Masterplan Principles. A total of four responses were received.

At the Public Exhibition a questionnaire was distributed to participants to give them an opportunity to comment on the preliminary Masterplan options and principles. The preliminary options were also displayed after the exhibition on the EMBS's website at [www.cam.ac.uk/building](http://www.cam.ac.uk/building). A number of responses were received during and following the events and these will inform the further refinement and testing of the preliminary Masterplan options. A total of 29 questionnaires were received from individuals who attended the Public Exhibition.

## 4.2 KEY ISSUES RAISED IN RESPONSE FROM PARTICIPANTS AT STAKEHOLDER WORKSHOP

The questionnaire was completed by a relatively small number of participants at the Stakeholder Workshop. The responses relate to Masterplan Principles and not to the preliminary Masterplan Options presented at the Exhibition. The comments made may be summarised as follows:

- Strong support for new local centre particularly if it can be used by adjoining neighbourhoods (e.g. Huntingdon Road residents, NIAB development and West Cambridge);
- Each part of the development will be required to demonstrate need. This may make it difficult to establish a local centre which is dependent on a critical mass of development;
- Need to prevent sprawl and to avoid piecemeal development across the site;
- Importance of access and cycle routes from City Centre;
- Need for public open space, particularly in south-east part of site;
- Support for compact, central development surrounded by accessible green spaces;
- Existing route through Earth Sciences and Astronomy is sensitive and needs careful consideration;
- Need to plan for N-S public transport orbital route;
- Need to maintain Girton Gap and old orchard adjacent to Storeys Way and Churchill College;
- Ecological buffer desirable on west and south sides of site;

- Potential for some iconic buildings;
- Need to coordinate development with development of NIAB site;
- Access and cycle routes requires consideration; and
- Good public transport links will be essential.

#### **4.3 KEY ISSUES RAISED IN RESPONSES FROM ATTENDEES AT EXHIBITION**

The responses from attendee at the exhibition relate to the Preliminary Masterplan Options.

##### ***Preliminary Option 1.***

The following comments were made in relation to Preliminary Option 1:

- Concern about proximity of proposed housing to existing housing and need for sensitive treatment
- Need to protect Huntingdon Road housing from impacts of high-rise building with buildings located closer to M11
- Need for more open space to be provided within centre of site with buildings located closer to M11 to provide noise barrier
- Need for more open space around residential development and 19 acre Field
- Preference for University/Research buildings adjacent to M11
- Support for road link through NIAB site to prevent rat running through Windsor Road/Oxford Road
- Priority should be given to good permeability for cycles and control of car traffic
- In and Outbound traffic from Cambridge should be discouraged- need for park & ride facility to north west of site
- Need for high quality development sensitive to existing residents
- Need for network of footpaths and cycleways
- Importance of landscaping
- Good central space
- Potential for a wooded corridor from observatory
- Integration of landscape and development
- General preference for lower density housing
- Houses on 19 Acre Field should be similar to existing properties in storeys way and Huntingdon Road- the most sensitive part of the whole development for existing residents

Compared to the other preliminary options, the view was expressed by a number of participants that Preliminary Option 1 provided a better distribution of open space and integration of development and open space.

The reasons stated by respondents indicating a preference for this option may be summarised as follows:

- Less dense buildings
- Includes open area within built area
- Doesn't waste space adjacent to M11

- Provides open space near existing properties
- Opportunities for integration of landscape and development which would bring qualities to development that other options could not deliver
- Good pedestrian and cycle access
- Best disposition of buildings and open land
- Good use of space- use of land nearer to M11 for academic buildings may provide a sound barrier for other users. Area adjacent to motorway not good for recreational use
- Best use of space division between open and developed areas
- Best provision for cross-site traffic movements
- Consideration for traffic and impact on surrounding roads
- Better provision for linked green spaces and existing ecological interest- better provision for movement of protected species
- Preferred on basis of open space distribution and access
- Use of site area allows for lower height, lower density by cemetery and more central green space
- Good use of open space and land towards Girton
- Less concentration of development on eastern end of site

In stating their preference for Option 1, respondents highlighted the need to address the following issues:

- Access and how to accommodate car use
- Location of more development close to M11 and increase in green space within site
- Density
- Concentration of development on 19 Acre Field
- Grouping of commercial development
- Quality of development

#### ***Preliminary Option 2***

The following comments were made in relation to Preliminary Option 2:

- Concern about impact of noise on green space adjacent to M11
- Impact on wildlife habitats and trees
- Concern about density of development around SSSI and protected species whilst green space provided elsewhere on site in areas of less ecological interest
- Need more space centrally with buildings located closer to M11
- Access arrangements will encourage traffic on Huntingdon Road
- Too 'crowded'- not a good use of the available space
- Concentration of development will make integration into site difficult
- Residential density may be too high
- Concerns about transport/access arrangements- need for park & ride and coordination with

- Option acknowledges natural limit of development without incursion into open countryside
- Commercial research uses should be co-located to provide for interchange of ideas
- Development too concentrated at eastern end of site

The reasons stated by respondents indicating a preference for this option may be summarised as follows:

- Retention of open space between development and surrounding countryside. Despite M11, lower part of site is of high landscape value

### ***Preliminary Option 3.***

The following comments were made in relation to Preliminary Option 3:

- Residential development should be kept to 2-3 storeys only
- Density too high near Huntingdon Road
- Impact on protected species/newts- need more consideration of relationship to proposed development and impact of enclosing open spaces on networks
- Open spaces should make provision for wildlife and formal provision
- Need to include park & ride site
- Need for coordination with NIAB
- Relates well to the surrounding area with distribution of open space around site
- Concentration of development will make integration difficult
- Need to give priority to public transport
- Impact on woodland by Storeys way and Observatory unacceptable.

The reasons stated by respondents indicating a preference for this option may be summarised as follows:

- Most imaginative option
- Layout more pleasing
- Location of community facilities at centre of site
- Good distribution of open spaces
- Low density housing closer to city centre and allocation of area for urgently needed accommodation close to west Cambridge site
- Relates well to Cambridge area

### ***Preferred Option***

Respondents to the questionnaire were asked which of the preliminary options they preferred and the reasons for their preference. A total of 19 respondents to the questionnaire stated a preference as detailed in the following table. In addition, there was one response to the web site which indicated a preferred preliminary option.

The majority of respondents stated a preference for Preliminary Option 1 although in stating this preference, a number of respondents highlighted issues which would need to be addressed in further refinement of this option.

It is acknowledged that a relatively small proportion of people who attended the exhibition completed the questionnaire and identified a preference for one of the preliminary Options. This may reflect a need for more information to be provided on the options and a requirement for more time to consider the advantages and disadvantages of each option. The Stage 3 Exhibition will provide a further opportunity for participants to comment on the Preliminary Options which have been refined to take account of the comments received to date.

Preferred preliminary Option	Respondents stating Option as a Preference (Number and % total)	
	Number of Respondents	% total stating preference
Preliminary Option 1	15	75%
Preliminary Option 2	3	15%
Preliminary Option 3	2	10%

#### **Other Comments**

Other general comments received during the Second Workshop and Exhibition included the following;

- Cannot consider development of site without taking into account NIAB- impacts of both developments and infrastructure requirements must be considered together. Development elsewhere in area may meet housing requirements
- Need for more information and explanation of advantages/ disadvantages of each option to allow for full evaluation of preliminary options
- Need for more information regarding University's development requirements- inadequate information provided. University will be required to demonstrate need
- Concern about impact of construction traffic on existing residents and need for information regarding construction routes
- Development must be of high quality and sensitive to existing residents
- Importance of network of footpaths and cycleways and landscaping to compensate for loss of green space
- Importance of providing accessible open space
- Importance attached to maintaining Girton gap and existing trees
- Ecological buffer zone desirable on west and south sides
- Need for more public facilities e.g.: leisure/sports facilities

- Need for consideration of noise management plan to address impacts of M11
- Need to address issues of traffic/transport in wider area comprehensively before development proceeds
- Structural landscaping for whole site should form part of Phase 1 works to enable landscaping to mature before site is fully developed
- Opportunities for self-build should be provided
- Local centre must be accessible to residents of wider area- phasing of facilities must be considered in relation to overall development to achieve necessary critical mass
- Good public transport links essential
- North-south route should be planned for
- Potential for some iconic buildings
- Support for compact development surrounded by green space accessible to the public
- Importance of high quality development;

# 5. the next steps



A further stage of consultation will take place with Stakeholders and the Public on 1 and 2 of March 2005. The objectives of this stage of the consultation are to:

- Present Preliminary Masterplan Options and results of technical assessment;
- Review development proposals and parameters;
- Discuss designs principals for specific areas; and
- Discuss key issues and opportunities.

Stage 3 will include a stakeholder workshop and a public exhibition and open evening.

The public and key stakeholders will have an opportunity to review and comment on the Preliminary Masterplan Options in more detail during this third stage of the University's collaborative consultation process.





# appendix a1

## **STAKEHOLDER MASTERPLAN WORKSHOP INVITEES**

The following individuals and organisations were invited to the North West Cambridge Masterplan Stakeholder Workshop:

### ***ALFRED FRENCH & SONS***

### ***ANGLIAN WATER***

Mr Steve Raven, Development Engineering  
Andrew Hagues, Developer Account Manager

### ***ASCENSION BURIAL GROUND***

Reverend Philippa King

### ***CAMBRIDGE BADGER GROUP***

Steve Parnwell

### ***CAMBRIDGE BAT GROUP***

Chris Vine

### ***CAMBRIDGE CITY COUNCIL***

Cllr Jenny Bailey, Executive Councillor – Planning and Transport  
Cllr Alan Baker, Chair - Planning Committee  
Cllr Marie-Louise Holland, Castle Ward  
Cllr Simon Kightley, Castle Ward  
Cllr John Hipkin, Castle Ward  
Cllr Sian Reid, Newnham Ward  
Cllr Julie Smith, Newnham Ward  
Cllr Rod Cantrill, Newnham Ward  
Mr Brian Human, Head of Policy and Projects  
Mr David Roberts, Principal Planning Manager  
Sybille Thirion, Transport Policy Manager  
Glenn Richardson, Urban Design Manager  
Debbie Mack, Planning Officer  
Catrin Davies, Planning Officer  
Myles Greensmith, Information Officer

### ***CAMBRIDGE CYCLING CAMPAIGN***

Jim Chisholm  
Mr M. Lucas-Smith

### ***CAMBRIDGE FRIENDS OF THE EARTH***

***CAMBRIDGE FUTURES***

Professor Marcial Echenique

***CAMBRIDGE GREEN BELT PROJECT***

Mr Ian Webb

Ms Naomi Brookes

***CAMBRIDGE MOBILE COMMUNICATIONS******CAMBRIDGE PRESERVATION SOCIETY***

Carolyn Gohler

***CAMBRIDGE & SOUTH CAMBRIDGESHIRE PRIMARY CARE TRUST***

Ian Burns

***CAMBRIDGE TRANSPORT FORUM***

Ms Clare Macrae

***CAMBRIDGE WATER COMPANY***

Mr Bob Hardy

***CAMBRIDGESHIRE COUNTY COUNCIL***

Cllr John Reynolds, Girton Ward

Cllr David White, Castle Ward

Cllr Alexander Reid, Newnham Ward

Brian Smith, Director of Environment & Transport

Mark Vigor, Head of Strategic Planning

Kathy Baldwin, Strategic Planning Manager

Graham Hughes, Head of Transport Development

***CAMBRIDGESHIRE HORIZONS***

Sir David Trippier, Chairman

Mr Stephen Catchpole, Chief Executive

Mr John Onslow, Director for Development

Mr Peter Studdert, Director for Sustainable Communities

***CAMBRIDGESHIRE WILDLIFE TRUST***

Mr N Miller

Martin Baker, Senior Conservation Officer

***CAMPAIGN TO PROTECT RURAL ENGLAND, Cambridgeshire Branch***

Ms T Humphrey, Branch Co-ordinator

Ms Shirley Fieldhouse

***CDT Ltd******CONCERNED RESIDENTS OF NORTH WEST CAMBRIDGE (CRONC)***

Mrs Kate Paterson

Professor & Mrs Victor Whittaker

**CONDUIT HEAD ROAD RESIDENTS ASSOCIATION**

Anthony Twist

**COUNTRYSIDE AGENCY**

Graham King

**EAST OF ENGLAND DEVELOPMENT AGENCY (EEDA)**

Ms N Blaken, Planning & Development Manager

**EDF ENERGY NETWORKS**

Jim Whiteley

**ENGLISH HERITAGE**

Greg Luton, Director, East of England

Miss F Fletcher, Planner

**ENGLISH NATURE**

Ms Sarah Fendley

**ENGLISH PARTNERSHIPS**

Mr Richard Harrington

Mark White

**ENVIRONMENT AGENCY**

Mr A Ireland, Development Planning Officer, Anglia Region, Central Area

**GIRTON PARISH COUNCIL**

Helen Bracey, Clerk

Helen Wilson, Vice-Chairman

**GO-EAST**

Mr J Dowie, Director of Planning & Transport

**GREATER CAMBRIDGE PARTNERSHIP**

Martin Garratt, Director

**HIGHWAYS AGENCY**

Tony Potter, Network manager

Colin Bambury, Network Strategy

**HUNTINGDON ROAD RESIDENTS ASSOCIATION (HURRA)**

Ted Unsworth, Convenor

Valerie Holt

Dr W T Lamb

**LANSLOWNE ROAD RESIDENTS ASSOCIATION**

Dr Sheila Jackson

**MAXWELL ROAD RESIDENTS ASSOCIATION**

Mrs J Etheridge, Clerk

**MEMBERS OF PARLIAMENT**

Anne Campbell MP  
Andrew Lansley MP

**NATIONAL INSTITUTE FOR AGRICULTURAL BOTANY (NIAB)**

Mr J W Hall, Finance Director

**NORTH NEWNHAM RESIDENTS ASSOCIATION**

Mrs J Etheridge  
Roger Pollard

**RAMBLERS ASSOCIATION**

Bill Thompson, Area Access Officer  
Graham Thomas, Area Footpath Officer  
Dr Roger Moreton, Footpath Secretary  
David Elsom, Planning & Countryside Officer  
Jack Lewry

**RSPB**

Eastern England Regional Office

**SHAPE**

Mr Ben Koralek, Director  
Delyth Turner-Harris, Programme Manager

**SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL**

Cllr David Bard, Planning & Economic Development Portfolio Holder  
Cllr Mrs Jane Healey, Girton Ward  
Cllr Eustace Bullman, Girton Ward  
Cllr Robin Page  
David Hussell, Development Services Director  
Mr Keith Miles, Planning Policy Manager

**STAGECOACH CAMBRIDGESHIRE**

Mr Andy Campbell, Managing Director

**STOREYS WAY RESIDENTS ASSOCIATION**

John Chaplin, Chair  
Mr Akester

**THE 19-ACRE FIELD RESIDENTS ASSOCIATION**

Ted Unsworth, Convenor  
Lawrence Greene  
George Winch  
Fiona Cornish

**THE TRAVELLERS REST PUBLIC HOUSE****TRAFFIC INTERNATIONAL**

Marcus Phipps

***TRANSPORT 2000***

Mr Simon Norton, Co-ordinator

***UNITED NATIONS ENVIRONMENT PROGRAMME – WORLD  
CONSERVATION MONITORING CENTRE***

***WINDSOR ROAD RESIDENTS ASSOCIATION***

Dr Anne Mullinger



# appendix a2

## STAKEHOLDER MASTERPLAN WORKSHOP PARTICIPANTS FROM THE CLIENT TEAM

The following members of the client team attended the Workshop:

### CLIENT

#### *University of Cambridge*

David Adamson, Director  
Lindsay Dane, Head of Property & Planning  
Paul Milliner, Planning Officer  
John Clarke, Planning Officer  
Martin Whiteland, Environmental Officer  
Tim Holt, Press Officer

### WORKSHOP FACILITATOR

#### *Kevin Murray Associates*

Kevin Murray

### CONSULTANT TEAM

#### *EDAW (Planning and Urban Design)*

Charlie Ledward  
Joanna Chambers  
Craig Beconsall  
Rob Cairns  
Philippa Rech  
Adam Cook  
Ashley Scott  
Scott Duffus  
Helen Sargent

#### *Cresswell Associates (Ecology)*

Mike Dean

#### *RPS Ecoscope (Sustainability Appraisal)*

Max Wade

#### *Peter Bretts Associates (Transport and Utilities Engineering)*

Greg Callaghan  
Elliot Page





# appendix a3

## ATTENDEES TO STAKEHOLDER MASTERPLAN WORKSHOP

### *Cambridge City Council Cambridge City Council*

Cllr John Hipkin Castle Ward  
Myles Greensmith, Principal Research & Information Officer  
David Roberts, Principal Planning Manager  
Sybille Thirion, Transport Policy Manager  
Catrin Davies, Planning Officer  
Glenn Richardson, Urban Design Manager  
Debbie Mack, Planning Officer

### *South Cambridgeshire District Council*

Cllr Eustace Bullman, Girton Ward, former Council Chairman

### *Girton Parish Council*

Helen Wilson, Vice-Chairman

### *Cambridgeshire County Council*

Cllr Alex Reid, Newnham Ward  
Cllr John Reynolds

### *Cambridgeshire Horizons*

Peter Studdert, Director for Sustainable Communities

### *Greater Cambridge Partnerships*

Martin Garrett

### *English Partnerships*

Mark White

### *RPS Environmental Consultants*

Max Wade

### *EDF Energy*

Jim Whiteley

### *Ramblers Association*

Dr Roger Moreton  
Jack Lewry

### *Campaign to Protect Rural England*

Shirley Fieldhouse

***Cambridge Preservation Society***

Carolyn Gohler

***Cambridge Green Belt Project***

Ruth Hawkesley

***The Wildlife Trust***

Alastair Ross

***Cambridge Cycling Campaign***

Jim Chisholm

***SHAPE Cambridge***

Delyth Turner-Harris

***Traffic International***

Marcus Phipps

***Alfred French & Sons***

Karen Wardle

***Cambridge Mobile Communications***

Paul Davis

***Huntingdon Road Residents Association (HURRA)***

Valerie Holt

Dr W. T. Lamb

Wyn Unsworth

***Concerned Residents of North West Cambridge (CRONC)***

Professor Victor Whittaker

Mrs M P Whittaker

Kate Paterson

***Windsor Road Residents Association (WIRE)***

Mervyn West

Elsa Strietman

***Storey's Way Residents Association***

Roger Akester

***Conduit Head Road Residents Association***

Anthony Twist

***Lansdowne Road Residents Association***

Dr Sheila Jackson

***University Institute of Astronomy***

Paul Aslin, Administrator

***University of Cambridge EMBS***

David Adamson, Director  
Lindsay Dane, Head of Property & Planning  
Paul Milliner, Planning Officer  
John Woods, Project Manager  
Martin Whiteland, Environmental Officer  
Tim Holt, Press & PR Officer

***Peter Brett Associates (Transport Consultants)***

Greg Callaghan  
Elliot Page

***Cresswell Associates (Ecology Consultants)***

Mike Dean

***EDAW***

Charles Ledward, Principal  
Joanna Chambers, Director  
Philippa Rech, Senior Planner  
Rob Cairns, Senior Landscape Architect  
Craig Beconsall, Masterplanning Consultant  
Adam Cook, Landscape Architect  
Helen Sargent, Sustainability Consultant  
Ashey Scott  
Scott Duffus



# appendix a4

## ATTENDEES TO PUBLIC EXHIBITION

A M Wilson  
Andrew Aitchison  
Andrew Crake  
Annette Toure  
Anthony Trust  
Athony Whistel  
B Fain  
Backhurst  
Brooks  
C Thomas  
Chris Lamaison  
Chris Mayer  
Cllr John Hipkin  
Cllr Marie-Louise Holland  
Colin Brown  
Colin Carey  
D Barlow  
D Scorer  
Dr A N Ede  
Dr M Whittaker  
Dr. Markus Kuhu  
E & S McGregor  
E Scott  
E Todd  
Eric Marland  
Firmer  
G Winch  
George Webb  
George Webb  
GN Bullman  
Graham Kind  
Graham Moore  
H Taylor  
Harriet Gillett  
Hewlett Twai  
Hilary Steward  
Howie  
Isobel & Peter Fox  
J & T Hoare  
J Amphlet  
J N Heath  
J Perry  
J Reid

J Tiley  
Jane Stevens  
Janet Fenton  
Janet Webb  
Jennifer Talbot  
John & Linda Taylor  
John Durrant  
John Satiss  
K Hansen & Landreck  
Kate De Courey  
Kevin Devine  
KM Bullman  
Linda Dowding  
Liz Keate  
Lucian & Jane Nethsingham  
M & D Demery  
M & JM Glynn  
M McCanspy  
M Phipps  
M Sohuius  
Mary Griffin  
Maureen Hackett  
Michael Rice  
Millhouse  
Mo Stewart  
Moore  
Mr & Mrs Carrell  
Mr & Mrs Dawson  
Mr & Mrs Ganoren  
Mr & Mrs Gosling  
Mr & Mrs Kioman  
Mr & Mrs McIntyre  
Mr & Mrs Rutherford  
Mr A T Grove  
Mrs M Harris  
Mrs S Greenwood  
Mrs V Chivers  
N Ward  
Naomi Brookes  
Neil & Genny Costello  
Neil Walker  
O U P Saxton  
P D Tease  
P Guilleband  
P Haley  
PJ & MA Bradley  
Prof & Mrs Cala  
R Burgess  
R Eagar  
R F Griffin  
R J Richards  
R Pollard  
R W E Herwich  
Resident of Thornton Rd

Richard & Di Sword  
Ruth Hawksley  
Sarah Crake  
Sheila & Michael Hayward  
Sherwin Hall  
Sr P Burling  
T Gardiner  
T Mullikers  
Tim & Margaret Pearce  
W & H Papworth  
Wilson

**PARTICIPANTS**

The assistance and keen participation shown by all stakeholders and public exhibition attendees during the course of the event is gratefully acknowledged.

# North West Cambridge Masterplan



## Stage 3 Consultation Workshop & Public Exhibition 1 and 2 March 2005 - Summary Report



March 2005



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### Acknowledgement

The University of Cambridge and the consultant team are grateful for the time and input of all technical advisors, stakeholders including local residents, and members of the public who attended the Preliminary Masterplan Proposals Workshop and Public Exhibition on 1 March and 2 March 2005, and the previous workshops and exhibitions. The Preliminary Masterplan Proposals Workshop and Public Exhibition form part of the collaborative design process and were designed to ensure that the views of stakeholders and local residents inform the development process right from the early stages. Without the dedicated efforts of all participants, the workshop and public exhibition would not have been nearly as successful as they were. The University plans to continue this dialogue.

# 1. introduction



## 1.1 BACKGROUND

The University of Cambridge held a series of three Stakeholder Workshops and Public Exhibitions and Open Evenings as part of the process of developing a comprehensive Masterplan for the development of land at North West Cambridge. These events took place between January and March 2005 with the purpose of establishing a collaborative basis for exploring key issues and establishing principles for the development of this important site. The events comprised:

### Stage 1: Issues and Opportunities

1. Stakeholder Workshop - 12 January 2005 (afternoon); and
2. Public Exhibition - 12 January 2005 (evening).

### Stage 2: Masterplan Proposals Review

3. Stakeholder Masterplan Workshop - 25 January 2005 (full day); and
4. Public Exhibition - 27 January 2005 (evening).

### Stage 3: Preliminary Masterplan Review

5. Preliminary Masterplan Proposals Stakeholder Workshop - 1 March 2005 (full day); and
6. Public Exhibition – 2 March 2005 (evening).

This report summarises the proceedings and outputs of the Stage 3 consultation events. It supplements the two previous reports on the Stage 1 and Stage 2 consultation events which have been distributed to all participants at the Stakeholder Workshops. Further copies of this report can be obtained from the University.

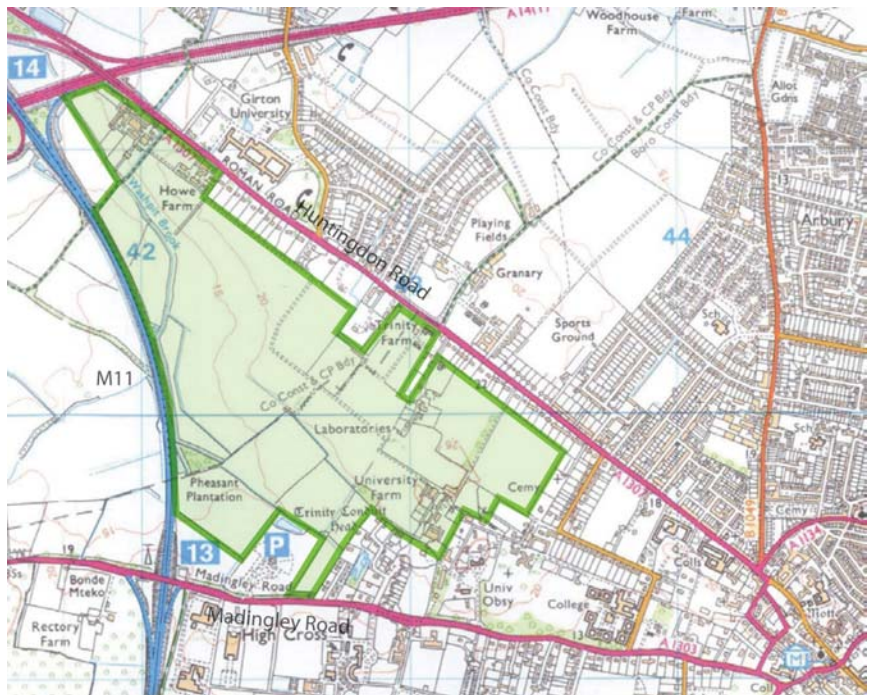
The content of the three reports has been posted on to the following website [www.cam.ac.uk/building](http://www.cam.ac.uk/building) and follow the link to North West Cambridge.

## 1.2 CONTEXT

### The Site

The site is in the ownership of the University of Cambridge and is located to the North West of the City. The site falls within an area bounded by Huntingdon Road (A1307), Madingley Road (A1303) and the M11 motorway. The eastern boundary of the site consists of large residential dwellings, to the south by a mix of residential dwellings, colleges, university facilities and park and ride facility. The western boundary is delineated by the M11 and the northern boundary by the A14.

The site currently accommodates the University Farm and other University and non-University research facilities, and arable and grass farm land. It includes an SSSI, and areas of ecological value.



#### Planning Policy Context

Regional Planning Guidance for East Anglia to 2016 (RPC6) supports the further development of higher education, research and technology and echoes Government policy on the promotion of investment in knowledge creation, transfer, exploitation and entrepreneurial activity. It sets out a clear expectation for the Cambridge Sub-Region. The Sub-Region is to develop further as a leader in education, research and knowledge-based industry whilst protecting the historic character and environmental qualities of the area. The guidance establishes the overall level of development to be achieved together with a sequential approach to identifying sustainable locations for development.

Land between Madingley Road and Huntingdon Road has been identified in the Cambridgeshire & Peterborough Structure Plan as an area to accommodate the future long term needs of the University. It is to be developed as an expanded community focussed on the University and will comprise a compact, mixed development with efficient use of land, improved connections between housing, jobs, amenities and services and a very high quality of urban design. The Structure Plan requires a masterplan to be prepared for the site in parallel with the preparation of development plans. The approach to masterplan preparation adopted by the University of Cambridge is consistent with current planning objectives in both the Structure Plan and in the Redeposit Draft Cambridge Local Plan (2004).

It is intended that the emerging Masterplan will inform the Cambridge Local Plan Inquiry in Autumn 2005 and feed into the preparation of the Area Action Plan for North West Cambridge which is expected to start late this year and will form part of the South Cambridgeshire Local Development Framework.

### 1.3 CONSULTATION PROCESS

The site has the potential to make a significant contribution to new student accommodation, academic and collaborative research facilities that the University requires over the coming years, and in particular to meeting the need for affordable housing for University staff (key worker housing), with further housing available for sale to relieve the general housing shortage in Cambridge.

Whatever development is ultimately proposed for the site, the University of Cambridge is clear that it must be high quality, and encompass principles that maximise the benefit to North West Cambridge, the wider Cambridge area and the nation, as well as the University specifically.

The University recognises the complexity, magnitude and potential of the proposed development at North West Cambridge and therefore understands that it is essential to undertake an extensive and collaborative consultation process in the preparation of a comprehensive Masterplan. Following consultation with the local planning authorities, the University has adopted a clearly defined approach to the preparation of the Masterplan which is based on collaboration with key stakeholders and local residents and follows Government guidance given in Planning Policy Statement 1 (PPS1) – Creating Sustainable Communities. The process of Masterplan preparation has therefore started with three preliminary phases of consultation and collaborative working, as follows:

- Stage 1: Issues and opportunities review;
- Stage 2: Review of site wide masterplan proposals; and
- Stage 3: Preliminary Masterplan proposals.

The collaborative workshop process being undertaken by the University allows potential opportunities, constraints and aspirations to be thoroughly examined by interested parties. It will also assist with the establishment of design principles and parameters of the preferred options. This process encourages innovative solutions to issues such as transport, ecology, mixed uses and design.

Each of the three preliminary stages of consultation has involved workshops, to which a variety of stakeholders have been invited, including representatives from Cambridge City Council, South Cambridgeshire District Council and Cambridgeshire County Council and representatives from organisations including residents associations, CABA, English Partnerships, EEDA, Cambridgeshire Horizons, GO-East, the Environment Agency, transport providers and local environmental groups.

The purpose of the three-staged approach has been to build up a series of preliminary masterplan proposals for the NW Cambridge site in a controlled and planned manner. Furthermore, through this transparent approach, key stakeholders have been involved in the formative stages of the Masterplan and have been able to gain a thorough understanding of the requirements and issues and so there has also been the opportunity for stakeholders to influence the Masterplan development process.

This collaborative approach to plan making, fully supported and encouraged by Government, mitigates potential conflict through discussion. It can

thereby assist in the development of a masterplan which has ‘buy-in’ from the various stakeholders. It is intended that the outputs from the collaborative Workshop events will inform the Cambridge Local Plan Inquiry which is due to commence in September 2005.

This report, prepared by the consultant team with the University, provides an account of the proceedings and summarises the outputs of the Stage 3 events.

#### 1.4 AIMS OF THE STAGE 3 PRELIMINARY MASTERPLAN PROPOSALS WORKSHOP

The aim of the Stage 3 Preliminary Masterplan Proposals Workshop was to report the feedback from the Stage 2 consultation, discuss the results of the technical testing of preliminary options undertaken by the consultants, review the illustrative Masterplan, identify the requirement for modifications and to agree a set of preliminary design principles. The overall objective has been to develop a preliminary Masterplan option for the site of the highest quality based on local constraints and urban design principles which reflects the comments received from stakeholders. By adopting a collaborative approach, the emphasis has been on developing creative and spatial solutions to address the outstanding concerns of participants in the development of the illustrative Masterplan and design principles.

The Preliminary Masterplan Proposals Workshop brought together key stakeholders - technical advisors, County Council and City Council officers, statutory agencies and interest groups - to investigate possibilities for the future of the proposals for the site at North West Cambridge. A full list of the organisations and individuals invited is included in Appendix A2, and the schedule of attendees is included in Appendix A3.

#### 1.5 AIMS OF THE PUBLIC EXHIBITION

The aim of the Public Exhibition was to provide a forum and opportunity for the public to view and comment on the emerging Masterplan option and the modifications undertaken to reflect the outputs of the Stakeholder Workshop. The Exhibition also informed the public of the next stage of the Masterplan process.

The Preliminary Masterplan Proposals Workshop and the Public Exhibition provided a forum to continue the development and refinement of the preferred Masterplan option for North West Cambridge.

#### 1.6 GOALS AND OUTPUTS OF THE STAGE 3 CONSULTATION

The objective of the staged consultation process was to achieve the following outputs:

- Identify key issues and opportunities;
- Establish guiding spatial principles and parameters;
- Identify outstanding issues for further consideration and development;
- Highlight specific projects for more detailed testing; and
- Consider and develop Masterplan options.

The objective of the Workshop and Public Exhibition was to present and refine the preferred Masterplan option that had evolved following Stages 1

and 2 of the consultation process and the more detailed technical testing undertaken and to outline the next steps in the project process.

In realising this goal, the purposes of the Stakeholder Workshop and the Public Exhibition were met. This enabled the project team to understand the views and aspirations of stakeholders and local residents, and to reflect this in the development of the Masterplan option and establishment of design principles.

# 2. key stakeholders

## Preliminary Masterplan Proposals Workshop



### 2.1 OVERVIEW

The intention of the Preliminary Masterplan Proposals Workshop was to inform key stakeholders of feedback from the previous consultation events and to engage them in the next stages of the Masterplanning process, the refinement of the preferred Masterplan option and the development of design principles and parameters.

The Workshop commenced with introductory comments from the Estate Management and Building Service (EMBS) department of the University. This was followed by a presentation from the project team and two themed group breakout workshop sessions. The day concluded with the participants re-assembling to present the findings of breakout sessions and to review modifications to the illustrative Masterplan with the wider group.

The Masterplan Workshop was attended by 30 stakeholders (see Appendix A3) including representatives from the three local authorities, from statutory bodies, other organisations and local residents associations.

### 2.2 INTRODUCTORY COMMENTS

The introductory comments from EMBS established the University objectives and role in North West Cambridge and explained the nature and reasons for the consultation process. The opening statement also informed participants of the progression of the masterplan and the planning process and provided details of the studies undertaken by the University to establish development requirements.

The University highlighted its commitment to preparing the Masterplan for North West Cambridge as part of an on-going collaborative process which should continue into the future.

### 2.3 CONSULTANT PRESENTATION

The project team made a presentation which encompassed:

- Aims of the Workshop and programme for the event;
- Masterplanning process, including an explanation of how the consultation fits into this process;
- Feedback and Outcomes of the previous consultation events;
- Report on the technical testing of three preliminary options that emerged from the Stage 2 Workshop;
- Development Content of the masterplan including the identification of possible land uses and clarification of University's needs;
- Refinement of the preferred option;



- Key development and design principles and parameters for specific elements of the Masterplan; and
- Explanation of the tasks to be undertaken in the workshop breakout sessions.



#### 2.4 FIRST BREAKOUT SESSION: EVALUATION OF OPTION APPRAISAL

Following the project team presentation, the participants were divided into three groups to discuss the preliminary options and the option appraisal. The participants were asked to:

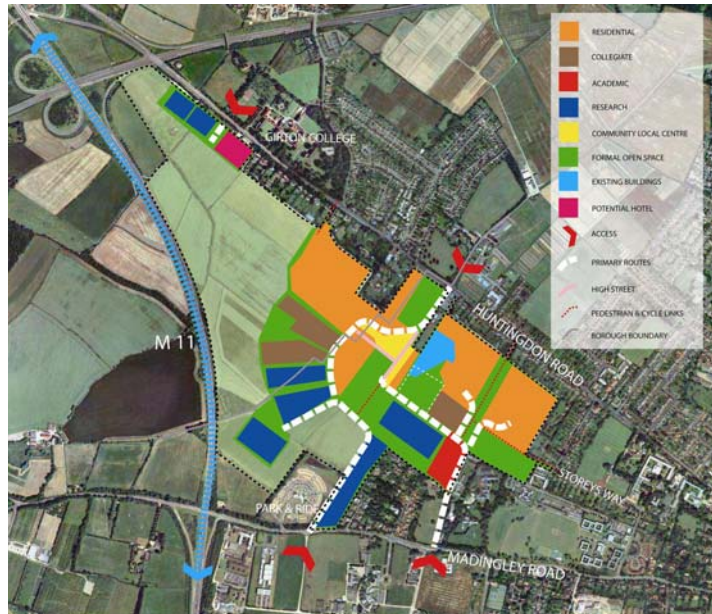
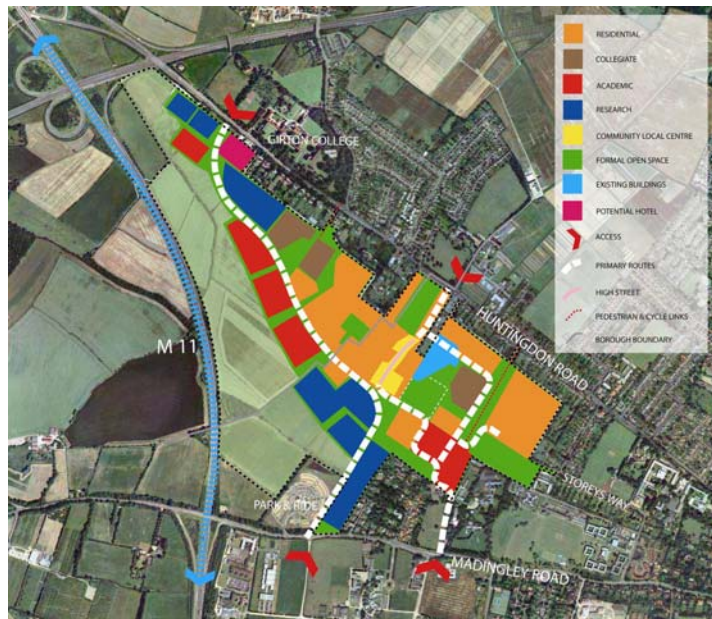
- Consider the evaluation of options and confirm the preferred option;
- Review the illustrative masterplan and identify any requirements for modification; and
- Agree key development principles.

Summaries of the outputs of each of these groups are provided below.

The three Preliminary Options considered at the Workshop are illustrated below.

##### *Option 1*



*Option 2.**Option 3.*

The Illustrative Masterplan presented to participants at the Stakeholder Workshop is illustrated overleaf. This is based on the preferred option which emerged from the option appraisal undertaken by the project team following the second Stakeholder Workshop.

*Illustrative Masterplan*

## Group 1:

The group identified a preference for Option 1. Key issues raised by the group included:

- 19 Acre field a transitional area – suitable for low density/private housing;
- High density/key worker housing should be located close to local centre;
- Need to consider other development and access – NIAB, Thornton Road;
- Support for widening of Girton Gap on Huntingdon Road frontage and preservation of open views;
- Need to consider relationship of buildings to open space and creation of enclosure e.g: Bath, existing parts of Cambridge;
- Importance of creating noise buffer to M11;
- Key concerns relate to size of gap, scale, density and relationship of buildings to open space.

## Group 2:

The group identified a preference for Option 1. Key issues raised by the group included:

- Need to high quality green space;
- Importance of creating sense of identity/community;
- Need to refine option 1:
  - Relocate buildings from Girton Gap elsewhere on site;
  - Reinforce noise barrier;
  - Need for greater variety / mix of residential development across the site;



- Identify areas suitable for taller buildings;
- Provision for bus priority routes;
- Planning and management of green space;
- Concern about funding of community facilities and how this will be secured; and
- Requirement for community facilities dependent on mix of housing.

Group 3:

The group identified a preference for Option 1. Key issues raised by the group included:

- Concern about integration and phasing of development within different administrative areas and subject to different planning policy frameworks. Need for comprehensive approach;
- Timescale of community facilities – how will these be secured at an early stage of development if not part of first phase as shown in Local Plan? Community facilities required at early stage;
- Need to look at area comprehensively including adjacent NIAB development;
- Concern about nature of road access through the site and creation of all traffic links – need to control through movements/rat running;
- Need to reinforce M11 boundary – tree planting/noise mitigation;
- Creation of major entrance into Cambridge – need for high architectural standards;
- Academic/research space could be located closer to motorway with more green space within site – potential to bring development closer to motorway;
- Importance of Girton Gap – concern about development within Gap and need to strengthen its protection/views;
- Need to highlight pedestrian/cycle routes;
- Potential for creation of Country Park along M11 and links to Countryside;
- Need to review edge treatment;
- Lower density development at eastern end and more intense towards centre and at western end of site;
- Importance of green space design; and
- Development to be viewed as urban extension/village extensions and designed to minimise impacts.

All of the break-out groups endorsed the findings of the option appraisal undertaken by the project team and the identification of Option 1 as the preferred option. However, each of the groups identified the need for some modifications to be undertaken in the further refinement of the illustrative Masterplan.



## 2.5 SECOND BREAKOUT SESSION: PRELIMINARY DESIGN IDEAS

The workshop participants divided into three groups for themed sessions which focused on detailed design issues relating to individual elements of the Masterplan. The groups considered the following topics:

- Group 1: Green Space Network and Treatment of M11 Buffer Area.
- Group 2: 19 Acre Field
- Group 3: Local Centre/Central Open Space

### Group 1: Green Space Network

Key issues raised by Group 1 regarding the Green Space network may be summarised as follows:

- Need to recognise variety of open space functions – recreation, ecology, amenity, environmental and visual;
- Need for early noise study to assess impacts of M11 and establish design parameters;
- Preference for good contemporary design of buildings alongside M11 and high quality landscaping extending as fingers of landscaping into development. Parking and services to be screened;
- Importance of developing network of open space and public access between green spaces. Concern about provision/ management/ maintenance of large number of small spaces and preference for network of larger spaces;
- Support for N-S boulevard to link spaces;
- Support for creation of wider gap by relocation of local centre;
- Importance of good management and establishment of endorsement/trust to secure future management of green space;
- Support for increasing density of development in suitable locations to increase provision of green space;
- Green space should be more permeable and visible; and
- Importance of retaining/enhancing open views.

### Group 2: 19 Acre Field

Key issues raised by Group 2 regarding the development of the 19 Acre Field may be summarised as follows:

- Importance of treating the 19 Acre Field as part of a comprehensive development, not as a isolated site;
- Potential for variation in density over site;
- Importance of retention of a substantial buffer to existing properties and integration of new development with existing urban area;
- Need to ensure high quality of development which is sensitive to the character of surrounding area;
- Retention of view corridors across 19 Acre Field e.g. to Chapel;
- Potential for development of market housing to support infrastructure/key worker housing; and
- Concept of the North to South Boulevard could be continued across the site.

### Group 3: Local Centre/Central Open Space

Key issues raised by Group 3 regarding the Local Centre/Central Open Space may be summarised as follows:

- Central Open Space needs to be an integral part of overall concept from the outset. Need to ensure a sense of completion at each stage of development;
- Concern about how local centre will relate to surrounding area and new development (e.g. NIAB) – the area is already underprovided for in terms of shops and other community facilities;
- Support for consolidation of central open space to provide visual and architectural coherence. Green gap should extend through site;
- Local centre should be consolidated in one location with potential for higher density;
- Local centre should include transport interchange, health centre, meeting rooms, nursery, 2-3 local shops, primary school, pub (food and drink) uses. Need to consider impact on existing facilities in Girton;
- Potential for higher buildings around central open space but concern about height of buildings on University Farm Road.

### General Comments

A number of general comments were raised by workshop participants when the groups reconvened. These may be summarised as follows:

- Importance of green space as a key structuring element – quality should not be reduced as scheme developed and quality should be assured;
- Open space provides opportunity for density of development to vary – increased density can facilitate increase in green space;
- Open spaces need form and function – masterplan allows for range of type and character;
- Importance of ensuring variety in residential development – not a homogeneous site;
- Importance of establishing appropriate location of Local Centre and ensuring that this is not prejudiced by phasing of development in order to serve the site and the surrounding area and release of land. Need to reconcile reasonable aspiration of creating Local Centre and releasing land in phased way in relation to demand;
- Open space provides potential for creating unique development;
- Importance of establishing strong character and sense of place. Views, open space and green links will be an important element to create a 'garden city' feel;
- Potential for variety of scale, density and character;
- Need for further consideration of development density and mix; local centre; height/skylines and views; community provision and needs and traffic routing/public transport;
- Need to consider linkages to NIAB and West Cambridge;
- Need for flexibility to allow for evolution and change over time and possible temporary uses;
- Consider models for management e.g. Community Trust;

- Importance of design codes and briefs to ensure quality of design and development; and
- Importance of wildlife habitat and corridors and possible designation of Nature Reserve as part of open space network.

## 2.6 MODIFICATIONS TO DRAFT MASTERPLAN

A number of key issues and modifications to the illustrative Masterplan were proposed during the Stakeholder Workshop. Key areas for improvement highlighted by workshop participants related to:

- Protection and reinforcement of the Girton Gap;
- Provision of an adequate buffer to existing properties in Huntingdon Road and for building heights, character and quality of development on 19 Acre Field to reflect local character;
- Stronger relationship between local centre and central open space and provision for future growth of local centre to meet needs of growing community over time;
- Better pedestrian connections and creation of high quality urban edge and noise buffer to M11; and
- Reinforcement of network of open spaces.

Immediately following the Stakeholder Workshop, the project team modified the illustrative masterplan to reflect the issues raised by stakeholders. The revised Masterplan is illustrated below.



The modifications to the illustrative Masterplan are summarised below:

- Removal of built development from Girton Gap;
- Re-structuring of central open space;
- Reinforcement of buffer zone to M11 with more continuous edge of building to create noise buffer and high quality urban edge;

- Increase in amount of internal green space and new connections as part of green network;
- Redesign of local centre to provide frontage to central open space;
- Establishment of extended landscaped buffer to properties in Huntingdon Road; and
- Increased variety in form/layout of residential development.

The revised illustrative Masterplan was presented for comment at the Public Exhibition.



# 3. exhibition

## public open evening

### 3.1 OVERVIEW

A public exhibition and open evening was held on Wednesday 2 March 2005 in the Long Room, New Hall for local residents and other interested parties.

The exhibition explained the following:

- The collaborative process the University is undertaking to develop the Masterplan for North West Cambridge;
- The feedback from the second stakeholder workshop and public exhibition including the response to preliminary masterplan options;
- Summary of results of the Stage 2 Questionnaire;
- Analysis and technical testing of the preliminary masterplan options;
- Refinement of preferred option and illustrative Masterplan following Stakeholder Workshop; and
- The next steps in the process.

Two large tables were provided for discussion purposes, with large copies of the illustrative Masterplan and modified Masterplan. Various technical specialists were in attendance to answer questions and provide advice.

The event was publicised through a mailshot of over 2,000 leaflets to households in the area and a notice on the University's North West Cambridge website.

### 3.2 RESPONSES

Approximately 150 people attended the public exhibition. Comments and questions focused on the following principal areas:

- Protection of Girton Gap;
- Need for sensitive development of 19 Acre Field to reflect local character;
- Need for adequate buffer between development and properties in Huntingdon Road;
- Importance of green space and need to maximise open space and retain important local features;
- Importance of effective buffer to M11;
- Traffic impact;
- Timescale for provision of community facilities; and
- Development density and mix.

There was general endorsement of Option 1 as the preferred Masterplan Option and comments received at the exhibition indicated general support for the modifications to the illustrative Masterplan which had been made after the Stakeholder Workshop.

All participants were handed a questionnaire (refer to Appendix a1) to complete and return either during the session or by post (see Section 4).

The feedback from the exhibition and the questionnaire will inform the assessment and refinement of the emerging Masterplan option for future development at North West Cambridge.

# 4. questionnaire responses



## 4.1 OVERVIEW

A questionnaire was distributed to participants at the Public Exhibition to give them an opportunity to comment on the evaluation of the Preliminary Masterplan options, the Illustrative Masterplan and modifications made following the stakeholder Workshop and the emerging design principles. Participants were also asked whether they would like to be involved in any further consultation events and whether they felt the events they attended were useful.

The exhibition boards were also displayed after the exhibition on the EMBS website at [www.cam.ac.uk/building](http://www.cam.ac.uk/building). A total of 24 questionnaire responses were received during and following the Public Exhibition from individuals who attended the exhibition.

## 4.2 KEY ISSUES RAISED IN RESPONSES FROM ATTENDEES AT THE EXHIBITION

The questionnaire responses are summarised below.

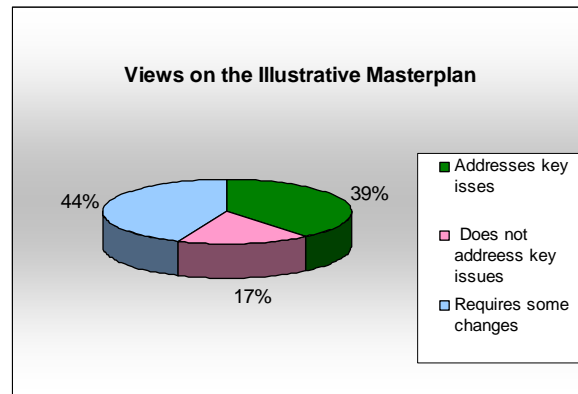
81 per cent of participants who responded to Question 1 agreed with the project team's evaluation of the Preliminary Masterplan Options. The following reasons were given for this:

- Taking seriously the traffic problems relating to the A1307;
- The intention of inter-relating the new development with existing housing on the east of the A1307;
- The best option offered because it was less intrusive upon the local community;
- One needs much more detail e.g. height and density of houses and greater evaluation of traffic flow problems;
- More even development over the whole site. As a resident of Storey's Way, I strongly approve of 'small scale' housing near St. Giles' Cemetery;
- Put a controlled pedestrian crossing of Huntingdon Rd into the tree-lined avenue, i.e. closer to Cambridge than the two proposed access points which would make access much safer for pedestrians and cyclists; and
- Encouraging use of land near motorway for commercial/university buildings - thus allowing lower density of housing and more open spaces.

84 per cent of participants who responded to Question 2 agreed with the project team's conclusions that Preliminary Option 1 provided a better

approach to development than Options 2 and 3. The respondents who didn't agree that Option 1 was the preferred approach expressed concerns about the criteria used to assess the options and generally believed that no development should take place on the site.

A large proportion of participants felt that the Illustrative Masterplan still requires some further modification as indicated below.



Individual comments made are summarised below:

- The cemetery at the end of All Souls Lane should be better protected from becoming a cut-through from the 19 Acre Field towards Histon Road shops by a hedge being planted all along the border;
- The interrelation of the new development with other traffic feeding into the A1307 and the A14 existing traffic flows needs to be considered;
- Further consideration required of transport difficulties and integration with local residents and industries;
- Good improvement to noise barrier against M11 (crucial) and need to strengthen definition of spaces by buildings.
- The masterplan fails to allow for near-general car ownership as the failure of St. Johns development on Storeys Way shows;
- Underground parking could be provided- at least for the proposed apartment block(s);
- The major space should be enlarged by increasing density of development, and set aside as a country park;
- Design criteria need to be developed to ensure development at Bedzed Standards;
- Option 1 is unconvincing because by not having much residential accommodation near east boundary it requires too much travel by residents; and by not having research development near south boundary it reduces contact between West Cambridge and NW Cambridge developments. Option 1 maximises travel for both residents and academics;
- The large park area seems a desirable space but is in effect a roundabout. How about a road on one side?;
- Light pollution issues;
- Need for coordination with NIAB development;

- The Cambridge side of development is imaginative. Need to work harder on the South Cambridgeshire side to make it acceptable;
- The provision for private motor vehicles seems to be neglected from an access of parking point of view. (Multi-storey car parking/underground car parking); and
- Looks very good, but transport problems and cycle exits to Storey's Way need to be addressed.

Analysis of the Questionnaire responses identified that the participants had strong views on key design principles which should guide the design of development. Their responses are summarised below:

- The protection of existing sites of historical and botanical interest such as the cemetery on All Souls Lane, should be protected from becoming a shortcut by having private houses built along the entire border with the 19 Acre field;
- Improvement of traffic flows in Cambridge by providing a ring road?;
- Intermingling of University development with other 'new community' features;
- Retention of good open spaces;
- The amount of development on the site is too extensive and intrusive and will cause more domination of Cambridge which is already too great;
- Transport will be critical - Huntingdon Road is already infested - Northstowe and NIAB development need to be considered;
- Minimum disruption to enjoyment of existing householders;
- Needs solution to traffic flow and parking problems before development starts;
- Lengthy timescale for phasing;
- Don't go overboard on greenery. The development should feel neither like a science park nor a village but part of a town;
- Keep the large scale development as far from the existing built-up area as possible;
- Access by non-car modes/Bedzed principles, zero energy, zero waste; modern innovative design and major open space;
- Separate pedestrian/cycle points seem to have disappeared.
- Important to ensure does not encourage orbital movement from Madingley Road into Huntingdon Road (i.e. car not bus).
- Integrating the University on the community rather than isolating it behind walls/roads/fences/no entry signs etc. etc. The cloister concept still prevails!
- Use of open space combined with excellent architecture. Nothing too close and large to existing residential areas, a gradation of height away from existing two storey buildings;
- Rat runs must be avoided - a 2nd Huntingdon Rd through the middle would be helpful;
- Minimise travel of users, both residents and academics. Maximise access to retail/community facilities for people outside as well as inside the area;

- Must have integrity; excellence of design and materials; build of its time; environmental/sustainable/space – recreational facilities; enough room to fly a kite; cars must remain a reality for families and society; more off cycle route provision; preserve view; human scale connectivity; more roads for cars;
- Detailed information on the constraints of the project;
- Sustainable housing, e.g. condensing boilers, double glazing, etc.; self build housing as part of the key-worker allocations;
- A blend of built-form and open space rather than a separation of the two. The 'luxury' of tall buildings around generous open spaces;
- Traffic movement within the development and surrounding areas;
- Access from the M11 should be looked at in order that Huntingdon Road & Madingley Road do not become totally congested/worn out. Junction 13 needs modifying so access from the north is possible onto Madingley Road and vice versa; and
- Provision of adequate reasonably priced housing for key workers in the University.

Responses identified that 100 per cent of participants who responded to Question 5 of the questionnaire found the consultation events useful and requested to be included in future events.

The key issues raised in response to Question 5 include:

- The last event was better than the previous two because it showed us what you propose;
- Without these efforts we would have known little of the plans. The most recent exhibition was a great improvement in visibility/accessibility of the plans;
- Only partially helpful. Plans are necessarily detached but the method of display only useful for a small number of people - either at the tables or on the boards;
- Advisors were helpful but sometimes overwhelmed with enquiries;
- Avoid jargon and please supply 3D models when possible;
- Several more such meetings would be helpful over 2/3 year period before approval and also close involvement in a practical way of SCDC and Girton PC;
- The University needs to be aware of local opinion and we need to feel part of the process and be kept informed;
- It is crucial the University works with local people not in isolation; and
- Need to continue to consult as widely as possible.

# 5. the next steps

The preliminary three stages of consultation have provided a valuable basis for taking forward the development of the Masterplan for North West Cambridge and the University will continue to work with stakeholders in the further development of the Masterplan.

The results of the collaborative process undertaken between January and March 2005 and the preliminary Masterplan concept which has been developed in collaboration with stakeholders will inform the Cambridge City Local Plan Inquiry which is due to commence in September 2005.





# appendix a1

*Questionnaire*





# appendix a2

## PRELIMINARY MASTERPLAN PROPOSALS STAKEHOLDER WORKSHOP INVITEES

The following individuals and organisations were invited to the North West Cambridge Masterplan Stakeholder Workshop:

### *ALFRED FRENCH & SONS*

Ms Karen Wardle

### *ANGLIAN WATER*

Mr Steve Raven, Development Engineering  
Andrew Hagues, Developer Account Manager

### *ASCENSION BURIAL GROUND*

Reverend Philippa King

### *CAMBRIDGE BADGER GROUP*

Steve Parnwell

### *CAMBRIDGE BAT GROUP*

Chris Vine

### *CAMBRIDGE CITY COUNCIL*

Cllr Jenny Bailey, Executive Councillor – Planning and Transport  
Cllr Alan Baker, Chair - Planning Committee  
Cllr Marie-Louise Holland, Castle Ward  
Cllr Simon Kightley, Castle Ward  
Cllr John Hipkin, Castle Ward  
Cllr Sian Reid, Newnham Ward  
Cllr Julie Smith, Newnham Ward  
Cllr Rod Cantrill, Newnham Ward  
Mr Brian Human, Head of Policy and Projects  
Mr David Roberts, Planning Policy Manager  
Sybille Thirion, Transport Policy Manager  
Glenn Richardson, Urban Design Manager  
Debbie Mack, Planning Officer  
Catrin Davies, Planning Officer  
Myles Greensmith, Principal Research Information Officer

### *CAMBRIDGE CYCLING CAMPAIGN*

Jim Chisholm  
Mr M. Lucas-Smith

### *CAMBRIDGE FRIENDS OF THE EARTH*

### *CAMBRIDGE FUTURES*

Professor Marcial Echenique

*CAMBRIDGE GREEN BELT PROJECT*

Mr Ian Webb  
Ms Naomi Brookes, Project Manager

*CAMBRIDGE MOBILE COMMUNICATIONS*

Mr Paul Davies

*CAMBRIDGE PRESERVATION SOCIETY*

Carolin Gohler

*CAMBRIDGE & SOUTH CAMBRIDGESHIRE PRIMARY CARE TRUST*

Ian Burns, Head of Infrastructure

*CAMBRIDGE TRANSPORT FORUM*

Ms Clare Macrae

*CAMBRIDGE WATER COMPANY*

Mr Bob Hardy

*CAMBRIDGESHIRE COUNTY COUNCIL*

Cllr John Reynolds, Girton Ward  
Cllr David White, Castle Ward  
Cllr Alexander Reid, Newnham Ward  
Brian Smith, Director of Environment & Transport  
Mark Vigor, Head of Strategic Planning  
Kathy Baldwin, Strategic Planning Manager  
Graham Hughes, Head of Transport Development

*CAMBRIDGESHIRE HORIZONS*

Sir David Trippier, Chairman  
Mr Stephen Catchpole, Chief Executive  
Mr John Onslow, Director for Development  
Mr Peter Studdert, Director for Sustainable Communities

*CAMBRIDGESHIRE WILDLIFE TRUST*

Martin Baker, Senior Conservation Officer  
Mr Alistair Ross, Conservation Officer

*CAMPAIGN TO PROTECT RURAL ENGLAND, Cambridgeshire Branch*

Ms T Humphrey, Branch Co-ordinator  
Ms Shirley Fieldhouse

*CDT Ltd**CHURHILL COLLEGE*

Mrs J M Rigley, Burser

*CLERK MAXWELL ROAD RESIDENTS ASSOCIATION*

Mrs J Etheridge, Chair

*CONCERNED RESIDENTS OF NORTH WEST CAMBRIDGE (CRONC)*

Mrs Kate Paterson  
Professor & Mrs Victor Whittaker

*CONDUIT HEAD ROAD RESIDENTS ASSOCIATION*

Anthony Twist

*COUNTRYSIDE AGENCY*

Graham King

*EAST OF ENGLAND DEVELOPMENT AGENCY (EEDA)*

Ms N Blaken, Planning & Development Manager

*EDF ENERGY NETWORKS*

Jim Whiteley

*ENGLISH HERITAGE*

Greg Luton, Director, East of England

Miss F Fletcher, Planner

Jenny Carlile

*ENGLISH NATURE*

Ms Sarah Fendley

*ENGLISH PARTNERSHIPS*

Mr Richard Harrington

Mark White

*ENVIRONMENT AGENCY*

Mr A Ireland, Development Planning Officer, Anglia Region, Central Area

*FITZWILLIAM COLLEGE*

Mr CL Pratt, Bursar

*GIRTON COLLEGE*

Ms D Lowther, Bursar

*GIRTON PARISH COUNCIL*

Helen Bracey, Clerk

Helen Wilson, Vice-Chairman

*GO-EAST*

Mr J Dowie, Director of Planning & Transport

*GREATER CAMBRIDGE PARTNERSHIP*

Martin Garratt, Director

*HIGHWAYS AGENCY*

Tony Potter, Network Manager

Colin Bambury, Network Strategy

*HUNTINGDON ROAD RESIDENTS ASSOCIATION (HURRA)*

Ted Unsworth, Convenor

Valerie Holt  
Dr W T Lamb

*LANSDOWNE ROAD RESIDENTS ASSOCIATION*

Dr Sheila Jackson

*MEMBERS OF PARLIAMENT*

Anne Campbell MP  
Andrew Lansley MP

*NATIONAL INSTITUTE FOR AGRICULTURAL BOTANY (NIAB)*

Mr J W Hall, Finance Director

*NEW HALL*

Mr NRM Wright, Bursar

*NORTH NEWNHAM RESIDENTS ASSOACIATION*

Roger Pollard

*RAMBLERS ASSOCIATION*

Bill Thompson, Area Access Officer  
Graham Thomas, Area Footpath Officer  
Dr Roger Moreton, Footpath Secretary  
David Elsom, Planning & Countryside Officer  
Jack Lewry, Footpath Secretary

*RSPB*

Eastern England Regional Office

*SHAPE*

Mr Ben Koralek, Director  
Delyth Turner-Harris, Programme Manager

*SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL*

Cllr David Bard, Planning & Economic Development Portfolio Holder  
Cllr Mrs Jane Healey, Girton Ward  
Cllr Eustace Bullman, Girton Ward  
Cllr Robin Page  
David Hussell, Development Services Director  
Mr Keith Miles, Planning Policy Manager

*STAGECOACH CAMBRIDGESHIRE*

Mr Andy Campbell, Managing Director

*STOREYS WAY RESIDENTS ASSOCIATION*

John Chaplin, Chair  
Mr Akester

*THE 19-ACRE FIELD RESIDENTS ASSOCIATION*

Ted Unsworth, Convenor  
Lawrence Greene  
George Winch  
Fiona Cornish

*THE TRAVELLERS REST PUBLIC HOUSE*

*TRAFFIC INTERNATIONAL*

**Marcus Phipps**

*TRANSPORT 2000*

**Mr Simon Norton, Co-ordinator**

*UNITED NATIONS ENVIRONMENT PROGRAMME – WORLD  
CONSERVATION MONITORING CENTRE*

*WINDSOR ROAD RESIDENTS ASSOCIATION*

**Dr Anne Mullinger, Convenor**



# appendix a3

## PRELIMINARY MASTERPLAN PROPOSALS WORKSHOP PARTICIPANTS

### *CAMBRIDGE CITY COUNCIL*

Brian Human, Head of Policy and Projects  
David Roberts, Principal Planning Manager  
Debbie Mack, Planning Officer  
Myles Greensmith, Information Officer  
Clare Rankin, Planning Officer  
Councillor John Hipkin, Castle Ward  
Councillor Jenny Bailey, Executive Councillor, Planning & Transport

### *SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL*

Councillor David Bard, Planning & Economic Development Portfolio Holder

### *CAMBRIDGESHIRE COUNTY COUNCIL*

Councillor John Reynolds, Girton Ward  
Councillor Alex Reid, Newnham Ward  
Kathy Baldwin, Strategic Planning Manager

### *GIRTON PARISH COUNCIL*

Helen Wilson, Vice-Chairman

### *CAMBRIDGESHIRE HORIZONS*

Peter Studdert, Director for Sustainable Communities

### *CHURCHILL COLLEGE*

Jennifer Rigby, Bursar

### *TRAFFIC INTERNATIONAL*

Marcus Phipps

### *RAMBLERS ASSOCIATION*

Jack Lewry

### *CAMBRIDGE & SOUTH CAMBRIDGESHIRE PRIMARY CARE TRUST*

Ian Burns

### *NORTH NEWNHAM RESIDENTS ASSOCIATION*

Roger Pollard

### *CONDUIT HEAD ROAD RESIDENTS ASSOCIATION*

Anthony Twist

*STOREYS WAY RESIDENTS ASSOCIATION*

Roger Akester

*19 ACRE FIELD RESIDENTS ASSOCIATION (NAFRA)*

Laurence Greene

George Winch

*HUNTINGDON ROAD RESIDENTS ASSOCIATION (HURRA)*

Wyn Unsworth

Dr W T Lamb

*CONCERNED RESIDENTS OF NORTH WEST CAMBRIDGE (CRONC)*

Kate Paterson

*WINDSOR ROAD RESIDENTS ASSOCIATION (WIRE)*

Dr Anne Mullinger

## PARTICIPANTS FROM THE CLIENT TEAM

The following members of the client team attended the Workshop:

### CLIENT

*UNIVERSITY OF CAMBRIDGE*

David Adamson, Director

Lindsay Dane, Head of Property & Planning

Paul Milliner, Planning Officer

John Clark, Planning Officer

Martin Whiteland, Environmental Officer

Tim Holt, Press Officer

John Woods, Project Manager

### WORKSHOP FACILITATOR

*KEVIN MURRAY ASSOCIATES*

Kevin Murray

### CONSULTANT TEAM

EDAW (Planning and Urban Design)

Bill Hanway

Charlie Ledward

Joanna Chambers

Craig Beconsall

Helen Sargant

Rob Cairns

*PETER BRETT ASSOCIATES (Transport and Utilities Engineering)*

Greg Callaghan

Elliot Page

*CRESSWELL ASSOCIATES (ECOLOGY)*

Mike Dean

# appendix a4

## ATTENDEES TO PUBLIC EXHIBITION

David Brading  
A W Jackman  
Mark Cressey  
Paula Cressey  
A. H. Eden  
Jim Pearce Higgins  
Laurence Greene  
Robert Moor  
Markus Kuhn  
Richard Millhouse  
Philip Gaskell  
Catherine Gaskell  
J M Cook  
Roger Pollard  
S A Greenwood  
C Winterton  
Ian Stewart  
John Clark  
David Wilman  
Richard de Horsey  
Penny Heath  
Nick Ward  
Colin Fraser  
Sabine Buchholz  
Chris Thomas  
Jenny Greene  
Paul Aslin  
D McDonald  
R C Campbell  
A & M Howie  
MWH & S Day  
Harriet Gillett  
Gerardo Frayiso  
Phil Gilbert  
R J Richards  
Tim Cribb  
Ann Jenison  
Kim Dennis  
Julia & Anthony Twist  
Colin Campbell  
George Stevens  
Marie-Louise Holland

John Hipkin  
Allan Stoop  
Helen Smith  
Karen Wardle  
Alex Reid  
A J Flinn  
Martyn Poad  
Fox Family  
Anne & Alastair Lorimer  
Ian & Jenifer Glynn  
Chris & Stephanie Bishop  
Sian Reid  
D Newbury  
B M J Bednarczyk  
Mr Whittaker  
C R Whittaker  
T Robinson  
P Farman  
Michelle Heydon  
A Dowding  
J Dowding  
E W Bullman  
K M Bullman  
Nigel Boulding  
B Reynolds  
Francoise Goad  
J R Head  
Douglas Head  
D Barlow  
Gregor Alvey  
Sarah Alan  
P Martin  
I. Bucklow  
J & A Williams  
Ann & Hugh Taylor  
Sister Ann Catherine Swailes  
Barrie Pain  
Anne Rennie  
Mr Demery  
Eric Marland

#### PARTICIPANTS

The assistance and keen participation shown by all stakeholders and public exhibition attendees during the course of the event is gratefully acknowledged.



## **Appendix 2: 2006 Issues & Options Workshop Report**

# Contents Page

1. INTRODUCTION
2. PRESENTATION & FEEDBACK
3. WORKSHOPS
4. NEXT STEPS

# Introduction

## BACKGROUND

The University of Cambridge has been developing proposals for its land in North West Cambridge in a collaborative masterplanning effort over the past three years. A series of workshops, meetings and public exhibitions have informed the development of a comprehensive masterplan that seeks to meet the University's future needs for key worker housing, student accommodation and academic and commercial research. This masterplan has also informed the University's representations to Cambridge City Council and South Cambridgeshire District Council with regard to the Joint Area Action Plan Issues & Options Report.

## MEETING THE UNIVERSITY'S NEEDS

The University has a range of development needs, with different time horizons. That includes immediate needs for housing, particularly for University and College staff, which will contribute to development plan requirements to 2016 and 2021, and anticipated longer term needs for faculty and research space. The University has also identified a need for student accommodation. The University's identified needs are as follows:

- Residential - 2,000 + units
- University and College staff housing
- Market housing
- Collegiate development/student facilities
- Academic / Research facilities - 100,000 sq m
- Community facilities
- Open areas for landscape, ecology and formal and informal recreational purposes

## RECENT PLANNING CONTEXT

The Joint Area Action Plan Issues & Options Report issued by Cambridge City Council and South Cambridgeshire District Council included five options for development that varied the overall amount of developable land within the site. The University has considered whether these options would enable an appropriate scale of development to meet its needs, and has considered the implications of meeting its needs within the varying footprints. The University's preferred option is Option 10.1, based on the masterplan that has been developed by the University in collaboration with both Councils, technical stakeholders and the general public. The full set of information regarding the University's views is set out in its response to the Issues & Options Report.



## TECHNICAL WORKSHOP

In considering the future masterplanning options for the site, the University held a technical workshop on 4 December 2006 with officers from Cambridge City Council, South Cambridgeshire District Council, Cambridgeshire County Council and Cambridgeshire Horizons to investigate ongoing masterplanning challenges and issues to be addressed throughout the future development of the University's proposals.

### Technical Workshop Agenda

The Technical Workshop was intended to consider issues relating to the University's preferred option, Option 10.1, and collaboratively look at opportunities to resolve challenges.

The workshop session's agenda was as follows:

1. Introduction (Presentation)
  - University's Needs
  - Masterplan Development
  - Response to the AAP Issues & Options
2. Feedback and Discussion on Key Issues to Address
3. Workshop on Placemaking & Key Masterplanning Issues
  - Open Space
  - Built Form and Development Edge
  - Neighbourhood Centre
4. Next Steps & Way Forward

## THIS REPORT

This report provides a summary of the discussions in the technical workshop and identifies the next steps and way forward for discussions between the University and the workshop participants.

# Presentation & Feedback



## INTRODUCTORY COMMENTS

Introductory comments from the University's Estate Management and Building Service established the University objectives and role in North West Cambridge and explained the nature and reasons for the consultation process. The University highlighted its commitment to preparing the Masterplan for North West Cambridge as part of an on-going collaborative process which should continue into the future.

## CONSULTANT PRESENTATION

The project team made a presentation which included:

- Aims of the workshop and programme for the event;
- Masterplanning process, including an explanation of how the consultation fits into this process;
- Planning process, including updates on the status of the site within the Cambridge Local Plan and the South Cambridgeshire Local Development Framework;
- Review of the University's response to the Issues & Options report, including massing and three-dimensional analysis of the five development options;
- Key development and design principles and parameters for specific elements of the Masterplan.



## FEEDBACK

Following the presentation, a short discussion was held to address key issues that, given a personal or professional bias of participants, were fundamental to the development of a successful masterplan. These requirements included:

### Type & Nature of Development

- A masterplan that was a true reflection of what we are trying to create: an urban extension to Cambridge
- The importance of connectivity of local neighbourhoods (particularly proposed development at NIAB)
- A desire to re-consider land use zoning across the site
- Creation of a positive view of development from the M11- make a bold statement
- Incorporation of sustainable energy solutions and drainage- look at in the round
- Consideration of development phasing, including phasing of community facilities

### Community Facilities

- The need for good accessibility to community facilities (walking & cycling times & route)
- Secondary school (8ha, 3ha built, 5ha open space) & waste management facility (4ha) to be included in North West quadrant

### Open Space & Landscape

- Inclusion of less 'formal' open space
- The importance of landscape treatment along the M11
- Limited harm to Green Belt
- Consideration of use & width of the open space- both in the 'gap' and along the M11
- Consideration of ways of breaking up the block massing through other landscaping and open space (masterplan currently focuses on east-west landscaping elements)

### Movement & Accessibility

- Inclusion of sustainable transport measures integrated within the design- to push the modal split
- High quality spinal bus route
- Possible new Park & Ride?

# Workshops



Following the large group discussion, participants divided into three smaller groups to consider how to address some of these issues, focusing specifically on the following three issues:

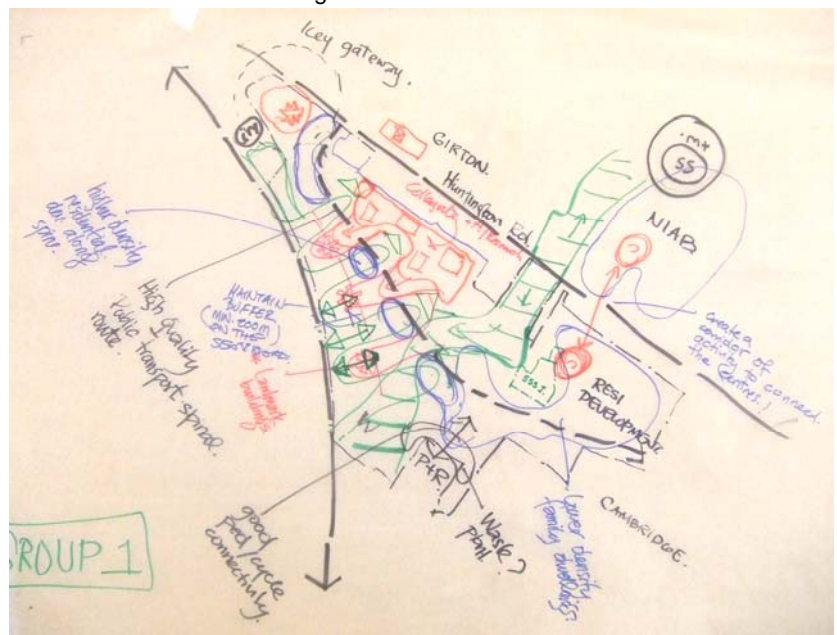
- What is the function and 'brief' for the green space that runs north/south through the site?
- How should the edge along the M11 be treated?
- Where should community facilities be located?



The key issues raised by each of the groups are listed below, and summarised at the end of this section.

## Group 1

- Where is the green corridor that separates communities?
- Create a new residential community
  - More appropriate on eastern side of site, focused around centre that relates to corresponding centre on NIAB site
  - University uses (collegiate, etc), on 'Cambridge' edge with high quality landmark buildings on Huntingdon Road- could be irregular edge, not necessarily simplistic building line on M11- minimum distance of green corridor 200m (as a buffer)
  - Need to accommodate secondary school (though should go in NIAB, perhaps with playing fields in Green Belt)
  - Waste facility: to be accommodated on University development- maybe in southern part of site near Park & Ride or in NW corner at entrance to Cambridge



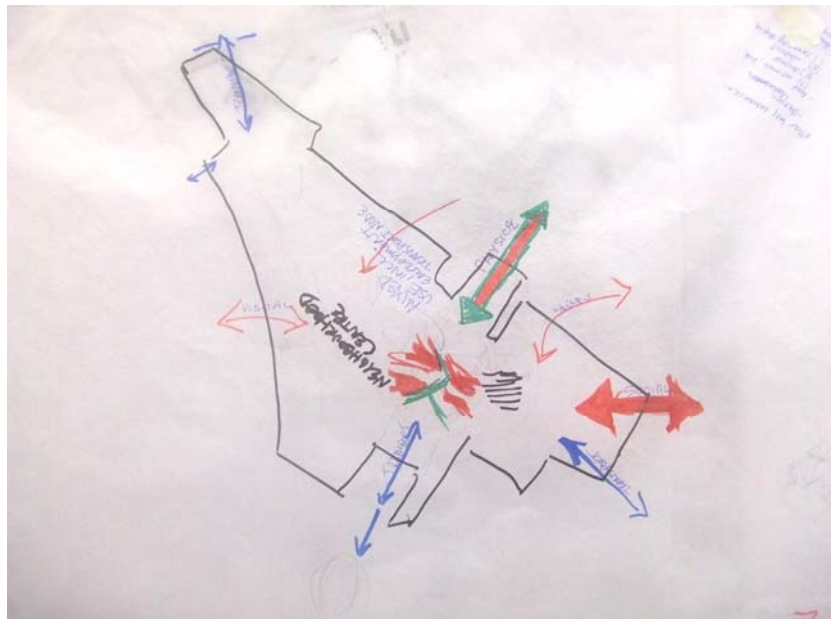
Group 1 Feedback Drawing

Key gateway on Huntingdon Road, but need to relate to existing buildings on Huntingdon Road

- Sporadic high density residential for key workers to integrate into university quarter

## Group 2

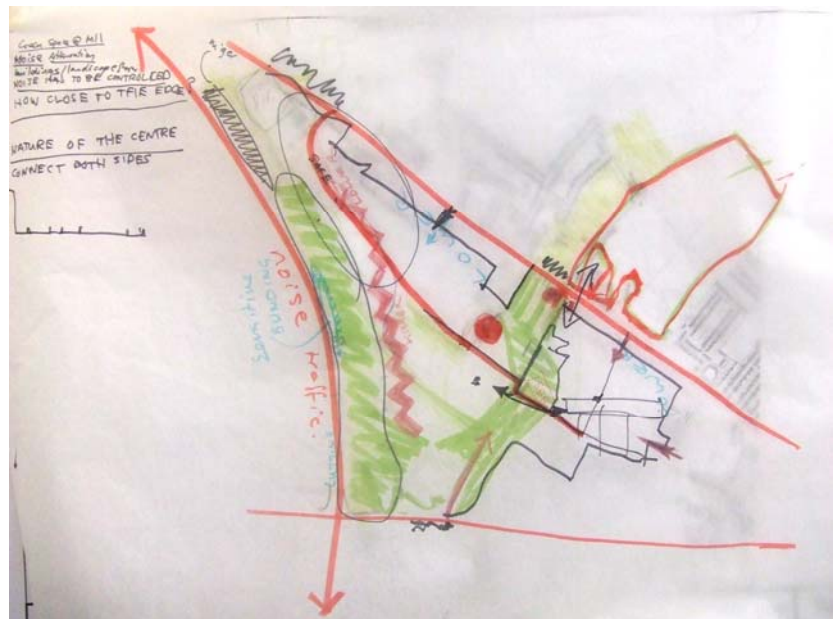
- Principles for development:
  - Connections into surrounding areas- transport/social/visual
  - Transport: links from Huntingdon Road, links to West Cambridge
  - Adjacent communities: Castle Ward, NIAB, island of Girton (could benefit considerably because of lack of community facilities)
- Social function for a community: neighbourhood within city, but people still see themselves as part of Cambridge
  - Key to achieve that is creation of effective village/district/neighbourhood centre, around centre of development
- Role of open space in middle, needs to be smaller than 'the circle', too big to operate in that way
- Needs to be focus for various activities; community facilities & employment activity
- Variation to straight green corridor down the middle
- Relationship with M11, visual link between two sides of M11
- Is it usable as an open space given the impact of the M11
- Relationship with buildings along it- distinctive buildings- backs or fronts?
- What are defining characteristics of current gateways? Buildings and activities representative of Cambridge at various points of its evolution
- Is this a gateway or a 'signifier' about Cambridge



Group 2 Feedback Drawing

**Group 3:**

- M11 impacts (noise)- in cutting and then rises
  - Should be a gap
  - Formal or informal? Scope for bunding in middle section?
  - Substantial buildings to define place as 'Cambridge'; secondary function for noise attenuation
  - Where 20m contour falls away, some scope for residential buildings (good views)
- Access: Madingley Road, NW on Huntingdon Road, ideally main access between NW Cambridge & NIAB as a crossroads (though currently planned as staggered junction); Could have pedestrian/cycle link different from vehicular link
  - scope for shared community facilities with NIAB, but main community centre further south
- Gap: roundabout too big, gap through SSSI, could be included within Gap.



Group 3 Feedback Drawing



## Summary

The three groups focused on slightly different issues, yet there was considerable commonality in the responses to the issues. Amongst the key issues evolving from the workshops were the following:

- **Community Facilities:** There are opportunities for co-location of community facilities, and a need for a community focus within the site to unite the different parts of the development. Consideration should be given to how the community facilities on this site relate to those provided at NIAB.
- **Open Space & the Girton Gap:** The proposed open space forming the Girton Gap from the September 2005 masterplan is too large and creates two separate communities in the proposed development. There are opportunities to reduce the gap and bring both sides of the new development closer together, whilst still respecting the concept of an open space corridor within the development. The gap will include the SSSI, but does not need to be a straight north/south corridor. There are opportunities to pull the development line closer on both the eastern and western sides of the gap.
- **M11 Edge:** The M11 edge will project an identity for Cambridge. However, most people viewing the development from the M11 will not actually be entering Cambridge, and it is important to make a statement about Cambridge's status and identity to passing vehicles. It will be possible, either through built development or possibly land forms, to create a distinct identity along the M11 edge.



Composite Drawing from Workshop

# Next Steps

Following the technical workshop, the consultant team has been further developing and testing the options suggested in the workshop. The plan below illustrates the possible block masterplan for the area, taking into account the issues raised in the workshop.



Refined Composite Drawing

The University hopes to continue a dialogue with both Cambridge City Council and South Cambridgeshire District Council through the development of the Joint Area Action Plan. Working together, the University feels it will be able to consider the best possible way forward for development of North West Cambridge.



## **Appendix 3: 2009 Stakeholder Workshops and Public Consultation Report**

# North West Cambridge Masterplanning Workshops and Public Exhibition



Consultation Report  
December 2009

Prepared by: .....  
Helen Inman  
Planner

Checked by: .....  
Heather Topel  
Director

Approved by: .....  
Heather Topel  
Director

Rev No	Comments	Checked by	Approved by	Date
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Reference

18<sup>th</sup> December 2009

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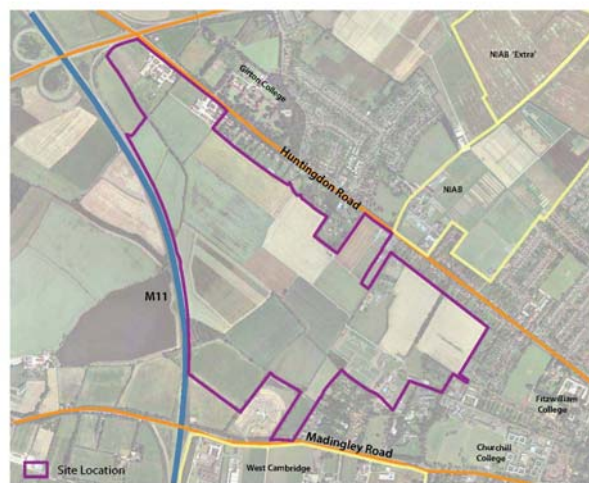
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# 1 Introduction

## Context and Purpose of this Report

- 1.1 The University owns 140 hectares of land to the North West of the city of Cambridge. The site is bounded by the M11, the A14, Huntingdon road and Madingley Road. The eastern boundary of the site consists of large residential dwellings fronting Huntingdon Road (A1307). The southern boundary along Madingley Road (A1303) consists of a mix of residential dwellings, Colleges, University facilities and a Park and Ride, managed by the County Council. At present the site accommodates the University farm and out buildings, other University research facilities and arable farmland, which includes a site of special scientific interest (SSSI) and areas of ecological value.



- 1.2 This report seeks to summarise the process and outcomes of the University's stakeholder and public events, in order to outline its proposals for the North West Cambridge site. The University of Cambridge held a series of Stakeholder Workshops, Public Exhibitions and a Public Workshop in November 2009. The aim of the workshops was to establish the proposals for developing land in its ownership at North West Cambridge.
- 1.3 The site has the potential to make a significant contribution to new collegiate accommodation and research facilities that the University requires over the coming years, and in particular to meeting the need for affordable housing for University and college staff (key worker housing). The University recognises the complexity and magnitude of the proposed development at North West Cambridge and therefore feels it is essential to undertake an extensive and collaborative consultation process. This will occur throughout masterplan preparation and evolution and as part of the statutory process of submitting an outline planning application (OPA). A series of masterplan proposals for the NW Cambridge site will be put forward, subject to technical review and approval by the University. Furthermore, through this transparent approach key stakeholders will be involved in the formative stages of the Masterplan and can gain a thorough understanding of the requirements and issues. There is also potential for stakeholders to influence the Masterplan development process.
- 1.4 The planning policy context for the site has evolved over time. At the Regional level, RPG6 supports the further development of higher education, research and technology and echoes Government policy on the promotion of investment in knowledge creation, transfer, exploitation and entrepreneurial activity. It sets out a clear expectation for the Cambridge Sub-Region. The area was also identified in the Cambridgeshire & Peterborough Structure Plan as an area to accommodate the future long term needs of the University. At the local level, the Cambridge City Local Plan (2006) allocated the site area within the Cambridge City administrative boundary for development. An earlier iteration of the Masterplan then supported the University's position at the Cambridge Local Plan Inquiry and was used to feed into the

preparation of the Area Action Plan for North West Cambridge, which forms part of the South Cambridgeshire Local Development Framework.

- 1.5 The outcome of the public examination of the AAP in 2008 was a revision to the masterplan boundary and changes to various policies within the AAP. The North West Cambridge Area Action Plan (2009) was then adopted in October 2009, outlining proven University need for development; identifying a new site boundary for development, and providing a series of detailed sustainability & energy standards for the scheme.
- 1.6 The consultation process involves two stakeholder workshops, to which a variety of stakeholders were invited, including representatives from Cambridge City Council, South Cambridgeshire District Council and Cambridge County Council and representatives from organisations including CABE, English Partnerships, EEDA, Government Office, Environmental Agency, transport providers, local environmental groups and residents associations. The full list of organisations invited can be found in Appendix 5.1. This collaborative approach to plan making, fully supported and encouraged by Government, as part of PPS12, mitigates potential conflict through discussion. It thereby results in a masterplan which has 'buy-in' by the various stakeholders. The outputs from the collaborative workshop events and public exhibition will inform the masterplan evolution and the masterplan parameters prior to submission of an outline planning application, which is likely to be submitted in Quarter 3 2010.
- 1.7 This report summarises the process and outcomes of the consultation process. To date this has consisted of the following events:
  1. Stakeholder Workshop-10 and 11 November 2009 (daytime)
  2. Launch Event-17 November 2009 (evening)
  3. Public Exhibition -18 and 21<sup>st</sup> November 2009 (daytime) and Public Workshop -18 November 2009 (evening)
- 1.8 The stakeholder workshops, public exhibition and public workshop were held to draw on the views, aspirations and experience of a wide range of interested parties and to establish the issues and opportunities on the site. This report, prepared by the consultant team, provides an account of the proceedings and summarises the outputs of these events.
- 1.9 This report is structured as follows:
  - Part 2 sets out an overview of the stakeholder workshops and the outcomes of these stakeholder workshops
  - Part 3 sets out the events of the public exhibition and open evening
  - Part 4 concludes the consultation report and outlines next steps in the masterplan process
  - Part 5 provides appendices that schedule the full list of invitees and attendees, as well as detailed feedback received

## **Workshop Aims**

- 1.10 The collaborative Workshops held on the 10<sup>th</sup> and 11<sup>th</sup> November 2009 allowed potential constraints, opportunities and aspirations to be thoroughly examined by interested parties. This process encourages innovative solutions to issues such as transport, sustainability, mixed uses, urban form and design issues. The aim of the workshops was to outline proposals for the masterplan that were of the highest quality, based on local constraints and urban design principles. By adopting a collaborative approach, the emphasis is on developing creative solutions to opportunities and problems specific to the site.



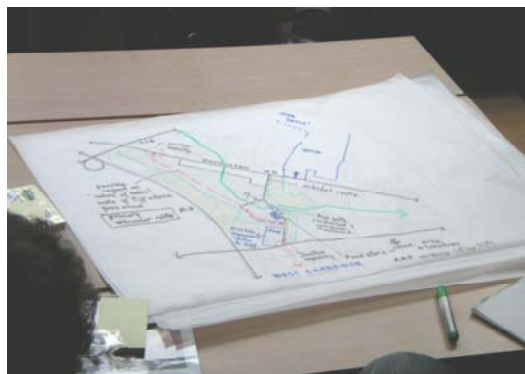
- 1.11 The workshops brought together key stakeholders- advisors, County Council and City Council officers, statutory agencies and interest groups, including local residents- to jointly investigate possibilities for the future of the proposals for the site at North West Cambridge. The schedule of workshop participants is included in Appendix 5.3.

### Public Exhibition Aims

- 1.12 The aim of the public exhibition was to give the local public an opportunity to put forward their aspirations and opinions, raising any issues and concerns. In turn the process enabled the University and the consultant team to inform the public on the masterplanning process to date. The public workshop and the public exhibition represent key inputs into the formulation of the final masterplan iteration for North West Cambridge. Throughout the duration of the masterplan evolution there will be other opportunities for further consultation and discussion of the masterplan as it evolves.

### Key Outputs for the Workshops and Public Exhibitions

- 1.13 The objective of the workshops and public exhibitions was to investigate issues and opportunities for the land at North West Cambridge and outline the project process to date, focussing on refining the principles and parameters for the emerging masterplan. In realising this goal, the purpose of the workshops and the public exhibition was to inform the project team of the aspirations and issues on the site and to inform stakeholders and the public of the masterplanning process.
- 1.14 The objective of the consultation process undertaken to date was to achieve the following outputs:
- Review masterplan development to date
  - Think about spatial and design components
  - Consider development and design principles for NW Cambridge
  - Identify issues for further consideration and development; and
  - Highlight specific areas for more detailed testing.
- 1.15 The workshops and public exhibitions are key to the evolution of the masterplan for North West Cambridge and to exploring further options for development. The comments received will be analysed and where appropriate incorporated into the emerging masterplan. In spring 2010, we will also hold a 'feedback workshop' to engage with stakeholders and the public and demonstrate how issues have been tested through the development of the masterplan.



## 2 Stakeholder Workshop

### Workshop overview

- 2.1 The intention of the Stakeholders Workshops was to inform key stakeholders of the masterplanning process, identify issues and opportunities on the site, discuss key principles and parameters of the Masterplan and inform participants of the masterplan process to date and the timetable going forward for submission of an outline planning application. The Stakeholders Workshops ran over two days, 10th and 11th November 2009.
- 2.2 The first day provided an overview of the masterplanning process to date, and two theme group sessions were held to discuss issues and options. The second day provided a summation of the first day, with two additional theme group sessions, this time focussing on different user perspectives and specific areas for discussion within the site. The first workshop began with introductory comments from Roger Taylor, project director for the North West Cambridge site representing the University, and from Charles Ledward, project director on the consultancy team for the masterplan development. This was followed by a presentation from the consultancy team and two themed group workshop sessions. The day concluded with the participants re-assembling to present the findings of Workshop sessions and to discuss these with the wider group. The second day provided a recap from day one, and two further workshop sessions. The second day concluded with the participants re-assembling to present the findings of the second series of Workshop sessions and to discuss these with the wider group. Conclusions and next steps were then outlined by the consultant team. The Workshops were attended by approximately 85 stakeholders (see Appendix 5.3) including representatives from the three local authorities from statutory bodies, organisations and local residents associations.

### Introduction to the workshop sessions

- 2.3 The introduction to the workshop sessions established the University objectives and role in North West Cambridge and explained the nature and reasons for the consultation process. The opening statement also informed participants of the progression of the masterplan, the planning process and introduced the masterplanning team AECOM, Maccleanor Lavington and Wilkinson Eyre, with consultants AECOM Sustainability, Peter Brett Associates(PBA), GVA Grimley, Creative Places, Bidwells, Pegasus Planning, Turner and Townsend and Communications Management. The University also highlighted its commitment to creating a successful, sustainable, mixed-use community. The University is committed to creating buildings and public spaces of high quality design and to preparing a high quality masterplan for North West Cambridge as part of a collaborative process.

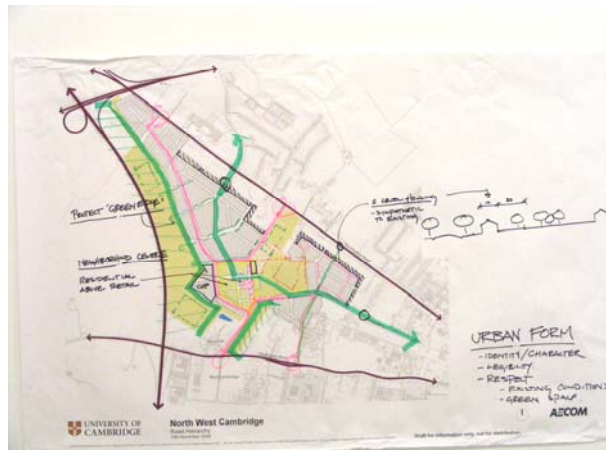
### AECOM and PBA Consultation Presentation –Masterplan Evolution

- 2.4 The consultant team delivered a presentation on the following;
- Masterplanning purpose and goals
    - Masterplan evolution since 2005
    - Introduction to the Masterplanning team
    - Aims of the Workshops and programme for the events;
  - Project context, including the planning context of the site;
  - Site context, including key landscape characteristics, such as Storey's Field which is akin to Parkers Piece and the SSSI,
  - Energy and Sustainability principles, including the identification of principles and parameters for development on the site;
  - Transportation and access context, including the strategic transport proposals in the area and the proposed access and movement options within the site;
  - Urban Framework - Development Content of the masterplan including the identification of possible land uses, such as the neighbourhood centre, key worker and market housing, academic and research facilities and a hotel;
  - The next stages of the project, towards the outline planning application.



2.5 Following the consultant presentation the participants were divided into four smaller discussion groups to focus on identifying the key issues for the site. The groups were asked to identify the key issues and then summarise their results and feedback to all participants. Summaries of the outputs of each of the groups are provided below. The groups were asked to consider: Contextual issues, Site issues, Opportunities, Constraints and Distilling the vision: “If we remember nothing else in developing the masterplan, the key message with regard to [insert topic] is \_\_\_\_\_.”

- Importance of travel planning for overall site- car sharing, car clubs, incentives to cycle; relation to phasing of the site in order to encourage sustainability from the outset to establish early travel patterns.
- Impact of the development of NWC on the wider network (Huntingdon & Madingley Roads).
- Consideration of movement across key junctions (to/from West Cambridge, Girton, Storeys Way/Madingley Road).
- Consideration of a second Park & Ride location in the northwest corner of the site.
- Vision - Importance of minimising the use of private car, providing the right options for sustainable travel, providing a naturally attractive environment for sustainable travel.



- Impact of recreational requirements for the site (playing pitches, allotments); consider long-term management at early stages.
- Careful consideration of Storey's Field given SSSI, topographical, ecological issues.
- Connections into the wider area (ie from the Ridgeway).
- Noise attenuation near M11 due to level changes- spoil could create noise attenuation, possible combination of different options physical, planting, mounding, etc. Consideration of air quality issues.
- Vision - Importance of delivering for those living, working and visiting NWC Cambridge to have easy access to high quality tranquil open spaces, sport and recreation and creation of facilities both within and adjoining development.



## 2.8 Sustainability

- Orientation of blocks- consider now issues around passive solar design, lighting requirements, requirements of Commercial buildings.
- Critical mass opportunities, consideration alongside energy strategies for West Cambridge.
- Overall Energy Strategy: phasing issues, location of Energy Centre/CHP, design implications.
- Vision - Importance of making the site exceptional and world-leading in terms of sustainability.



## 2.9 Urban form (design quality)

- Considered an urban extension of the City, should reflect something of the city.
- Density
- Huntingdon Road/19 Acre Field Area- houses backing onto will have gardens backing onto gardens, sympathetic to what exists already.
- Density to increase as move more centrally within site; will reflect more University & city of Cambridge (taller buildings).
- Ridgeway, cycle and pedestrian route, should be attractive, tree-lined entryway to site.
- Consideration of community facility provision, linked to provision in wider area, early delivery of facilities.
- Vision - Importance of trying to capture a sense of Cambridge and uniquely Cambridge.

## 2.10 The principle issues and opportunities related to the provision of 'like for like' housing along Huntingdon Road, community and recreational facilities, traffic generated by the development and quality and density of the development.



2.11 Following a short break, a larger facilitated group discussion was held to understand how to create a sense of place at North West Cambridge. Key messages emerging included:

#### Sense of Place Key Messages - What type of place/area should NWC become? Best qualities?

- NWC extension of Cambridge
- Town and Gown relationship
  - Engagement with community
- Colours of Cambridge/Future forward design
  - Fantastic historical architecture
  - The best of what we have now
  - Building in this period not previous architectural heritage
- Bicycles, walking- life without cars
- Housing- resonate with existing housing
- Create Sense of belonging and ownership
- Considerate to the adjacency of other communities
- House builders must share our quality and ambition for site
- Scale and massing
  - Relationship to street
  - Houses close and sense of enclosure and overlooking onto street
  - Manual for streets
- Open spaces and Importance of a Quality of landscape
- Culture
  - Sense of place
  - Arts/sports/ places for celebration
- Students- Don't segregate, celebrate
- Importance of community cohesion/ community facilities
  - Mother and baby
  - Meeting places
  - Flexible spaces
- Schools
  - Needs of children
  - Links to secondary school?

- Community focal point
- What about 6th form provision (A-levels?)

2.12 Drawing from the outputs of the first breakout session, the issues raised were collated into four themed groups and participants chose which themed workshop they wanted to attend in the afternoon session. Key messages from the topical morning discussions were used to identify shared threads that will ensure the masterplan develops to create a sense of place. The breakout groups were arranged to explore the following themes: Local Centre and Open Space (Storey's Field and Western Edge).

### 2.13 Local Centre

- Range of cultural/community uses- library, doctors' surgeries, shared spaces- something comparable with the University Centre (but wider access); possible shared use of faith services, evening activities- flexible space, local centre- need to manage issues around community severance, 6-10 shops (compatible uses), hotel (not in AAP), cafe overlooking green space.
- Height: iconic buildings/structures to give sense of space, place and landscape, identity, could be integrated with particular use
- Education – Nursery school (need more than 0-3 provision), Primary school- 1x3FE school in current plans (opportunities for community use), why no provision for sixth form college?
- Use of green space, interaction with green space, Interaction with Storey's Field;
  - Cafes, overlooking green space
  - Make it dynamic
  - Issues around shading/sun orientation
- Small supermarket- size to be defined (awaiting NLP report)
  - Opportunities and risks need to be managed
  - Size will affect car parking requirements



### 2.14 Open Space

#### Challenges:

- SSSI- no tree planting, hard pathways
  - Impact of sports pitches
- Ridge & furrow field
  - Protected landscape
- Location of school, sharing of playing fields, impact on open space

#### Opportunities:

- Planting in short/medium/long term (Start early in phasing)
- Importance of older, mature trees & shelterbelts.
- Opportunities to plant strong rows of trees elsewhere on site (like existing horse chestnuts)



- 2.15 Central Open Space (Storey's Field)
- Informal amenity space on plateau
  - Travellers Rest Pit: ecological, natural features, natural amphitheatre
  - Ornamental gardens
  - Links to school and neighbourhood centre
  - Improving legibility and providing tranquil & quiet walking routes
- 2.16 Western Edge
- SUDS and Balancing ponds
  - Linear shelterbelts
  - Sound mitigation, use materials excavated on site to establish berms (for pockets of calm)
  - 2 sided landscape – looks different from M11 than from development
- 2.17 19 Acre Field
- Surrounding land uses: faculty on Madingley Rise, collegiate, chapel, residential, mix near SSSI
  - Types of dwellings - Low density family housing (2/3 storey)- how would that work in section?
  - Higher buildings along open space
  - Garden backing onto garden
  - Community Could be isolated
  - Central open space needs to be connecting point for new and existing 19 acre field residents to use amenities in local centre
  - Vehicle route not appealing, could encourage cycling/walking to local centre



### Second workshop session - Discussions based on perspectives and other key issues

- 2.18 Following the consultant presentation recapping the previous day and providing an overview for new attendees, the participants were divided into four smaller discussion groups to focus on identifying the masterplan issues for the site. The groups were asked to identify the masterplan issues and then summarise their results and feedback to all participants. Summaries of the outputs of each of the groups are provided below. The groups were asked to consider different user perspectives: Each group was asked to 'take on' the perspective of an identified user group and consider masterplan issues including land use, open space, transport and sustainability, from that particular viewpoint.

#### 2.19 University key worker

- Issues: support for families, work for partners, young families without own family support
- Research is not a 9am-5pm job, takes over life. Facilities like working from home, being close to work, being able to socialise with colleagues are important, Outdoor facilities/recreation—different facilities for single occupiers than for families- gyms, evening activities (opportunities for multi-use over daytime/evening)
- Will bus facilities/frequencies be good enough? Links to Park & Ride- is density in certain areas of the site high enough to provide for frequent enough buses.

#### 2.20 West Cambridge academic

- Perhaps there for longer term, maybe looking to buy market housing- will the market housing planned be too expensive for West Cambridge workers- would NIAB be more appropriate?
- Community facilities (if they work, they work for everyone)- same facilities for Key Workers, Key Worker families, academics, older children, older people, etc- then place will work as community→ ideally co-located in same area or same building
- Likely to be interested in sustainability of project

#### 2.21 Girton resident

- Connection between Girton and NWC site- area of Girton near the site is the 'Cambridge side' of Girton, rather than near Girton Village; role of Girton College, link into West Cambridge
  - Provision of early facilities (incl. sports- swimming pool)
  - Cycle routes, access to countryside

#### 2.22 Young family moving into private market housing

- Cycle/buggy parking
- Areas to socialise, cafes, day and evening, Pub-type facilities
- Good access to primary school and facilities for older children (skateboard park (near M11?))
- Think about how communities link together, balance of temporary and permanent residents

#### 2.23 Commercial researcher

- How to access facilities, Places to meet people, pubs, cafes- not just in academic social scene
- Thinking about short, medium and long term
- Interest in sustainability aspects of project, opportunities to focus on cost savings for occupiers
- Food delivery services to avoid car journeys to foodstore- or cycle carrying facilities for groceries (baskets, etc)
- Shared amenity facilities (laundry etc..)

#### 2.24 University Student

- Links into city centre and station
- Social facilities - Sports facilities, informal recreation (on M11 edge)- green gyms? Variety of sports facilities (including basketball); flexibility
- support, temporary nature of student population, needs for students from abroad; community cohesion
- cycle priority over cars.

### 2.25 Primary school student

- What kind of school? How many storeys, how many schools?
- No school drop-offs by car... don't design in, park elsewhere
- Exclusive open space for school, play areas, swings, meeting areas
- Safe route, Overlooked and Well-lit
- Facilities after school- everything from ballet to football
- Separation of different modes of transport, segregated cycling- safety for kids on own
- Links to secondary school and University
- A place that lasts, takes account of climate change.



### 2.26 Huntingdon Road resident

- Sympathetic development, back to back gardens
- Avoid Overlooking
- Construction impacts- how long to deliver?
- Access in/out of development, sustainable routes
- Links to cycle network
- Management, inclusivity- how can spaces be used for wider community
- Traffic implications- not just this site, but cumulative with NIAB & NIAB Extra (+ rat running)
- Crossing points of roads- potentially a bridge
- Sharing facilities- libraries, health serving wider community, how to ensure safe crossing of road and avoid using cars
- Type of energy- will there be visual impact? Chimneys, wind turbines, etc
- Lighting, overspill, visual impact.

2.27 Drawing from the outputs of the breakout session on user perspectives in the morning, the issues raised were collated. Participants then chose which themed workshop they wanted to attend in the afternoon session. These facilitated groups were determined based on the morning and the previous day's discussion, in order to 'sweep up' any outstanding issues. The focus for the facilitated group discussion was on 'major interests' in the site. The breakout groups were arranged to explore the following themes: NW Corner (Issues, Constraints and Opportunities), Linkages and Connections (links to wider area and central open space), Character (uniqueness of Cambridge, differentiating development, establishing identity)

#### 2.28 North West Corner

##### Issues

- Air quality- interchange between A14, M11, Huntingdon Road
- Washpit Brook- ecological issues/requirements
- Noise (road noise)
- Gateway into development (Huntingdon Road, M11, A14)- could be a 'special' statement entrance to signify what the development is or what it is about (tall structure, public art)
- Radial route through the development will be busy- need to address

##### Options

- Commercial use: offices, petrol station, hotels
- Green space
- Public art (but far from centre of development)
- Residential: but air quality and noise issues, could extend residential onto Huntingdon Road access
- Park & Ride, Park & Pedal, Park & Walk
- Could be interim use



#### 2.29 Linkages

- Links from site out to various areas of the city
- Pedestrian/cycle links
- Routes to Station- via City Centre
- Importance of network



- Destinations within site- school, Park & Ride, Central Open Space, supermarket, local centre- consider how routes link to those destinations
- Need to also consider how to link into countryside

### 2.30 Character

#### Uniqueness/Identity

- Romantic picture of Cambridge: Cyclists, open spaces with cattle grazing, lots of activities in spaces throughout the year, variety in architectural style- different massing, height, style, etc
- NWC: feel 'green', greenness to penetrate urban form, semi-wild open space on M11
- Cambridge is city that has proud exemplars from architecture of every age- NWC should be proudly modern- architecture of highest quality. But...
- Culturally rich; NWC should not be dormitory suburb, should have some of the cultural excitement that the rest of the city has

#### How to differentiate?

- Wider mix of uses; More interesting competition of uses and users than some other, mostly residential developments
- Shared use of spaces and facilities
- More traditional urban form than some more recent 'over-adventurous' approaches
- Connectivity within itself, but need to consider how it will be extended to wider city

### Key Issues for further testing;

#### 2.31 Key themes identified in the stakeholder workshop 'break out' sessions can be summarised as follows:

- **Key worker housing** (nature, rental policies)
- **Identity**
- **Urban form** (height, massing, exemplars)
- **Transportation** (high quality public transport, through routes, speed limits, cycleways)
- **Community/Community Facilities:** Links to NIAB, considerations for families, sports & recreation strategies
- **Energy/Sustainability/Waste:** transport impacts, use of spoil
- **Safety/Security:** Secured by design, engagement with police
- **SUDS:** management regimes, phasing
- **Open Space:** allotments, links through Central Open Space
- 

### Areas for further investigation

#### 2.32 Following the breakout group sessions on both days, the participants reconvened with the entire group at the end of each day. The key issues for further investigation that were raised during both workshops have been identified below:

- **Character & Identity:** consideration of building typologies/design guidelines that capture a sense of Cambridge and its unique nature.
- **Development of the Energy Strategy,** consider integration with adjacent sites, masterplan implications (ie location of Energy Centre)
- **Transport testing:** through technical TIA work, consider impact on wider network and potential mitigation measures. Importance of encouraging a cycle/pedestrian ethos within the site, travel planning.

- Linkages: particularly from Ridgeway into Storey's Way, Coton Footpath
- North West Corner of the site: understand full range of constraints, test alternative land uses: residential, commercial research, energy centre, park & ride
- Major open spaces: further investigation for what the spaces will 'feel like' due to various constraints.

2.33 The technical team identified the next steps for further appraisal prior to and during the next Masterplanning Workshop in 2010 and the subsequent stages of the study. These included:

- Development of sense of place;
- Refinement and technical testing of individual elements;
- Further analysis of transport network implications; and
- Testing of density and built form.

### 3 Exhibition and Open Evening

#### Summary of the Public Event

- 3.1 A public exhibition was held on Wednesday 18th November 2009 and Saturday 21st November 2009, in order to give an opportunity for local residents and all interested parties who hadn't been invited to the stakeholder workshops, to view the masterplan.
- 3.2 On Wednesday 18th November the exhibition was held at Fitzwilliam College, close to the North West Cambridge Site. The exhibition was open from 9am through to 8pm. From 6pm to 8pm an informal 'workshop' was held so that members of the public could learn more about different aspects of the scheme. 132 people attended on the 18th.
- 3.3 On Saturday 21st November the exhibition was held at the Central Library and was open from 9am to 6pm. 104 people attended on the 21st. In addition, on the evening of the 17th November a preview to the exhibition was held for an invited list of key stakeholders. 44 people attended the preview event.
- 3.4 On each of the exhibition days, feedback forms were available so that those attending could comment on the masterplan. A series of general questions relating to the exhibition boards were posed. The questions were designed to encourage a broad spectrum of views. The feedback form was also posted on the North West Cambridge website to encourage site users to also respond.(see 3.13) By the end of the consultation period a total of 55 written responses had been received. The full content of the written responses is included in Appendix 5.5.



#### Questions Asked

- 3.5 The questions asked on the feedback form were as follows:

- Q1 - Are you broadly supportive of the masterplan as presented in the exhibition?
- Q2 - What are your views on the transport plan, in particular, the aim of providing alternatives to using private cars?
- Q3 - What are your views on the sustainable goals of the development?
- Q4 - What are your views on the various open spaces provided?
- Q5 - Is there anything you would particularly like to see included within the community facilities we are proposing?
- Q6 - Do you think there is a good mix of different uses on the site?
- Q7 - Do you have any specific issues that you would like us to consider?



### Overview of Responses and Key Issues for Further Testing

#### 3.6 The Masterplan: Are you broadly supportive of the masterplan as presented in the exhibition?

The majority of respondents were broadly supportive of the masterplan – 35 of those who chose to respond to this question said they were in support. Some had reservations including:

- how the site interacted with NIAB
- quality of design
- open space allocation
- more accommodation was needed
- that community facilities would be completed
- impact on Huntingdon Road.
- respondents were undecided, preferring to reserve judgment until they had seen more detailed plans
- 6 respondents said they were not supportive of the current masterplan. Their reasons were:
  - the overall cumulative effect of development in this part of Cambridge
  - the loss of green belt
  - that the character of the area would change
  - that it was too large.

#### 3.7 Transport

What are your views on the transport plan, in particular, the aim of providing alternatives to using private cars?

Of those who responded to this question 21 responded positively to the transport plan, the other 23 had specific issues or concerns that they wished to be addressed. These included:

- The importance of a route through the site from Huntingdon to Maddingley Roads for both public and private vehicles
- Plenty of cycle parking needed and opportunities for further cycle routes
- Plenty of buses needed
- A concern that diversion of buses from Huntingdon Road would affect those living east of Girton Road
- Congestion on local roads (Huntingdon Road, Maddingley Road, Storey's Way, Lansdowne Road and Lady Margaret Drive were mentioned) and access to M11/A14
- Encourage car clubs
- Sceptical that 40% car usage on site would be achieved, and that people are willing to forego private for public transport
- Concern that there was no 'joined-up' thinking between different councils.

### 3.8 Sustainability

What are your views on the sustainable goals of the development?

Of those who chose to respond to this question, 21 gave a positive response with the other 8 raising specific issues or concerns.

Issues raised included:

- that the sustainability goals didn't go far enough, and that the masterplan was only responding to the minimum targets set by the Government
- why adopt a phased approach – couldn't the highest standards be adopted from the outset?
- not sustainable from a transport point of view
- commitment needed for actual implementation of standards.

### 3.9 Open Spaces

What are your views on the various open spaces provided?

30 of those who responded gave a positive answer –whilst raising certain issues:

- All spaces should be easily accessible to the community
- Liked the idea of a space equivalent to Parker's Piece
- Could the proposed Storey's Field be moved more centrally in the development?
- Plenty of trees should be included
- 'Green squares' within the residential would be good
- A variety of uses is important
- Sports pitches for public as well as University use
- SSSI integration important
- The remaining 7 who responded were either ambivalent about the open spaces proposals or not supportive. Their concerns included:
  - More space needed to encourage wildlife
  - A poor alternative to the existing open space
  - The need to reinstate the green space between existing gardens and the new development (near cemetery)



### 3.10 Community Facilities

Is there anything you would particularly like to see included within the community facilities we are proposing?

Respondents listed a number of community facilities that they would like to see. Several were keen to stress that the community facilities promised must actually be implemented. Desired facilities included:

- Community centre with rooms for hire
- Church or worship facilities
- Allotments
- Sports centre
- Swimming pool
- Supermarket
- Independent shops and cafes
- Library
- Pub
- Health centre – doctor, dentist, pharmacy
- Something for young people not at the University
- ATM

### 3.11 Mix of Uses

Do you think there is a good mix of different uses on the site?

Of those who responded to this question, 30 gave positive responses to the mix of uses proposed, 7 respondents had reservations or concerns. Issues raised included:

- There should be enough schools, doctors and dentists surgeries to adequately serve the population
- Supermarket is potentially both beneficial and a threat
- Too much high density housing
- Are there enough shops for the amount of residential?
- The proposed facilities will draw people to the site instead of just serving the resident population
- “Need to work hard to build a community rather than a series of separate communities”
- Concern about Travellers’ sites





### 3.12 Other Issues

Do you have any specific issues that you would like us to consider?

The final question was designed to be a catch-all to allow respondents to raise any other issues that they hadn't had a chance to mention. These included the following:

- Preservation of trees (in various locations)
- High-quality design of housing and high-quality materials used
- Highest environmental standards
- Concern at density of residential, particularly height
- 'Joined-up' thinking for the 3 sites in the area especially in terms of transport and community facilities
- Cycleways very important
- Boundary protection for existing residents
- Inclusion of 'senior' housing and social housing for young people
- Park and ride inclusion to north of site needed
- Supermarket size
- Local shops not chains
- Loss of existing playing fields through land 'deals'
- Preservation of Parish of Ascension Burial site
- Integrate 'cap' and 'town'
- Good lighting for pedestrians and cyclists
- Better than building satellite villages



### The North West Cambridge Website

3.13 During the consultation period (17/11/09 – 7/12/09) there were 697 visitors to the website (of which 403 were classed as 'new'). This gives an average of 33 visitors per day. There were 2026 page views.

3.14 From the date the website launched (September 09), to the end of the consultation period, the total number of visitors to the site is 2874 (of which 1726 are classed as 'new'), with 9157 page views. This gives an average of 22 visitors each day.

## 4 Conclusions and Next Steps

- 4.1 This report has sought to provide an overview of the consultation process that took place in November 2009, conducted by the consultant team on behalf of the University of Cambridge. This report has summarised the process and outcomes of the two stakeholder workshop events and public exhibitions held by the University of Cambridge, in order to inform the proposals for the North West Cambridge site. Based on the feedback from the workshops and public exhibition, the consultant team will continue to work with the University to test and refine the masterplan and its components. The 'next steps' for the scheme are as follows:
- Ongoing engagement
    - Technical working groups with Cambridgeshire County Council /Cambridge City Council/South Cambridgeshire (with others feeding in)
    - Discussions with residents' groups
    - University engagement
  - Masterplan development
    - Distilling messages from consultation
    - Development of sense of place
    - Refinement and technical testing of individual elements
    - Landscaping and Open Space Uses
    - Further analysis of transport network implications
    - Testing of density and built form
  - Maintaining a dialogue
    - Further workshops in Spring 2010
    - Regular updates via the North West Cambridge Website and newsletters
  - Outline Planning Application (Quarter 3 2010)
- 4.2 The next stage of the consultation is proposed to take place in spring 2010. A further stage of consultation will take place with stakeholders and the public, during which they will have an opportunity to contribute to the further development of the masterplan. It is intended that the consultation will achieve the following:
- Review of a preferred option which will form part of the outline planning application;
  - Examine the principles and parameters of the Masterplan;
  - Identify any outstanding concerns
- 4.3 This stage will again include a series of workshops and public exhibitions. The public and key stakeholders will have an opportunity to review and comment on the proposals in more detail during the further stages of consultation.



## 5 Appendices

- 5.1 Stakeholder Invitees (by organisation)
- 5.2 Stakeholder Workshop participants from client team
- 5.3 Stakeholders Workshop participants
- 5.4 Stakeholder Workshop notes
- 5.5 Public feedback Comments on Consultation

## Appendix 5.1: Stakeholder Invitees (by organisation)

ALFRED FRENCH & SONS	CAMBRIDGE & SOUTH CAMBRIDGESHIRE PRIMARY CARE TRUST
ANGLIAN WATER	CAMBRIDGE TRANSPORT FORUM
BAR HILL PARISH COUNCIL	CAMBRIDGE UNIVERSITY HOSPITALS NHS FOUNDATION TRUST
BAR HILL RESIDENTS ASSOCIATION	CAMBRIDGE WATER COMPANY
BAR HILL CHURCH	CAMBRIDGESHIRE WILDLIFE TRUST
BULSTRODE GARDENS RESIDENTS ASSOCIATION	CAMPAIGN TO PROTECT RURAL ENGLAND, Cambridgeshire Branch
BARTON CLOSE RESIDENTS ASSOCIATION	CASTLE COMMUNITY ACTION GROUP
BISHOP OF ELY	CHURHILL COLLEGE
BISHOP OF EAST ANGLIA	CHURCH OF THE GOOD SHEPHERD
BISHOP OF HUNTINGDON	CLERK MAXWELL ROAD RESIDENTS ASSOCIATION
BURSARS COMMITTEE	COLLEGES COMMITTEE
CABE	COTON PARISH COUNCIL
CAMBRIDGE BADGER GROUP	COUNTRYSIDE AGENCY
CAMBRIDGE BAPTIST GROUP	CREW
CAMBRIDGE CITY COUNCIL	CRONC
CAMBRIDGESHIRE COUNTY COUNCIL	DOWNING COLLEGE
CAMBRIDGESHIRE CHAMBER OF COMMERCE	EAST OF ENGLAND DEVELOPMENT AGENCY (EEDA)
CAMBRIDGE CYCLING CAMPAIGN	EAST OF ENGLAND NHS
CAMBRIDGE FEDERATION OF WOMENS INSTITUTES	EDF ENERGY NETWORKS
CAMBRIDGE FRIENDS OF THE EARTH	ENGLISH HERITAGE
CAMBRIDGE FUTURES	ENGLISH NATURE
CAMBRIDGE GREEN BELT PROJECT	ENVIRONMENT AGENCY
CAMBRIDGE GREENPEACE GROUP	FITZWILLIAM COLLEGE
CAMBRIDGESHIRE HORIZONS	FOXTON PARISH COUNCIL
CAMBRIDGE MOBILE COMMUNICATIONS	GIRTON COLLEGE
CAMBRIDGE PRESERVATION SOCIETY	

GIRTON PARISH COUNCIL	ORCHARD ROAD RESIDENTS ASSOCIATION
GIRTON PLANNING ACTION GROUP	RSPB
GO-EAST	RAMBLERS ASSOCIATION
GOUGH WAY RESIDENTS ASSOCIATION	SENIOR TUTOR'S COMMITTEE
HASLINGFIELD PARISH COUNCIL	SHAPE EAST
HIGHWAYS AGENCY	SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL
HISTON PARISH COUNCIL	SPORT ENGLAND (EAST REGION)
HUNTINGDON ROAD RESIDENTS ASSOCIATION (HURRA)	STAGECOACH CAMBRIDGESHIRE
IMPINGTON PARISH COUNCIL	STOREYS WA Y RESIDENTS ASSOCIATION
INSTITUTE OF ASTRONOMY	SWAVESEY PARISH COUNCIL
MADINGLEY PARISH COUNCIL	TAVISTOCK ROAD AND STRATFIELD CLOSE RESIDENTS ASSOCIATION
MILLINGTON ROAD AND MILLINGTON LANE RESIDENTS ASSOCIATION	THE 19-ACRE FIELD RESIDENTS ASSOCIATION
NATURAL ENGLAND	THE TRAVELLERS REST PUBLIC HOUSE
NEW PINEHURST RESIDENTS ASSOCIATION	TRAFFIC INTERNATIONAL
NHS CAMBRIDGESHIRE	TRANSPORT 2000
NORTH NEWNHAM RESIDENTS ASSOCIATION	WEST CAMBRIDGE PRESERVATION SOCIETY
OLD PINEHURST RESIDENTS ASSOCIATION	WINDSOR ROAD RESIDENTS ASSOCIATION
ORCHARD PARK COMMUNITY COUNCIL	

## Appendix 5.2: Stakeholder workshop participants from the client team

The following members of the client team attended the Workshop:

### CLIENT

#### **University of Cambridge**

Roger Taylor, Project Director

Paul Milliner, Planning Officer

### WORKSHOP FACILITATOR:

#### **AECOM Design + Planning**

### CONSULTANT TEAM

#### **AECOM Design + Planning**

Vaughan Anderson

Bill Hanway

Helen Inman

Charlie Ledward

Kyle Morrison

Hardik Pandit

Jonathan Rose

Tom Smith

Heather Topel

#### **Maccleanor Lavington**

Neil Dusheiko

Richard Lavington

Matthew Whittaker

#### **AECOM Sustainable Development Group**

Sam Archer

Andrew Turton

#### **Turner and Townsend**

Adrian Howell

#### **Peter Brett Associates**

Greg Callaghan

John Hopkins

#### **GVA Grimley**

Patrick Morrissey

#### **Creative Places**

Jonathan Burroughs

#### **Communications Management**

Paul Barnes

Neil Coaten

Sarah Forrow

Sarah Peasley

## Appendix 5.3: Stakeholder Workshop Participants

### Attendance list for Tuesday 10<sup>th</sup> November workshop

Name	Organisation
George Winch	19 Acre Field Residents Association
Jenny Greene	19 Acre Field Residents Association
Lawrence Greene	19 Acre Field Residents Association
Cllr Clare Blair	Cambridge City Council
Cllr John Hipkin	Cambridge City Council
Cllr Sian Reid	Cambridge City Council
Eithne Flanagan	Cambridge City Council
Julian Adams	Cambridge City Council
Mark Parsons	Cambridge City Council
Peter Studdert	Cambridge City Council
Roger Cutting	Cambridge University Hospitals NHS Foundation Trust
Carina Quayle	Cambridgeshire Constabulary
Ted Hawkins	Cambridgeshire Constabulary
Cllr John Reynolds	Cambridgeshire County Council
Ed Cearns	Cambridgeshire County Council
Emma Fitch	Cambridgeshire County Council
Hannah Fox	Cambridgeshire County Council
Ian Dyer	Cambridgeshire County Council
Kathy Baldwin	Cambridgeshire County Council
Patrick Joyce	Cambridgeshire County Council
Geoff Bruce	Cambridgeshire Horizons
Sheryl French	Cambridgeshire Horizons
A. Quick	Cambs Campaign for Better Transpiry
David Grech	English Heritage East of England Region
Adam Ireland	Environment Agency - Anglian Region Central Area
Mark Norman	Highways Agency
Marjolein Wytzes	Oxford Road Residents Association
Bill Thompson	Ramblers Association
Caroline Hunt	South Cambridgeshire District Council
Cllr Roger Hall	South Cambridgeshire District Council
Ed Durrant	South Cambridgeshire District Council
Trevor Faulkner	South Cambridgeshire District Council
Mr Philip Raiswell	Sport England (East Region)
Rohan Wilson	Sustrans
Peter Carolin	University of Cambridge
Dr C Jeans	West Cambridge Preservation Society
Mervyn West	Windsor Road Residents Association

**Attendance list for Wednesday 11<sup>th</sup> November workshop**

<b>Name</b>	<b>Organisation</b>
George Winch	19 Acre Field Residents Association
Jenny Greene	19 Acre Field Residents Association
Lawrence Greene	19 Acre Field Residents Association
Chris Peckett	Cambridge City Council
Clare Rankin	Cambridge City Council
Cllr Clare Blair	Cambridge City Council
Cllr John Hipkin	Cambridge City Council
Cllr Sian Reid	Cambridge City Council
Eithne Flanagan	Cambridge City Council
Julian Adams	Cambridge City Council
Mark Parsons	Cambridge City Council
Peter Studdert	Cambridge City Council
Carina Quayle	Cambridgeshire Constabulary
Ted Hawkins	Cambridgeshire Constabulary
Cllr John Reynolds	Cambridgeshire County Council
Emma Fitch	Cambridgeshire County Council
Evelyn Jarvis	Cambridgeshire County Council
Gerry Corrance	Cambridgeshire County Council
Ian Dyer	Cambridgeshire County Council
Geoff Bruce	Cambridgeshire Horizons
Ian Burns	Cambridgeshire PCT
A. Quick	Cambs Campaign for Better Transpiry
Martin Garratt	Greater Cambridge Partnership
Mark Norman	Highways Agency
Marjolein Wytze	Oxford Road Residents Association
Amber Slater	Shape East
Caroline Hunt	South Cambridgeshire District Council
Cllr Roger Hall	South Cambridgeshire District Council
Ed Cearns	South Cambridgeshire District Council
Ed Durrant	South Cambridgeshire District Council
Jo Mills	South Cambridgeshire District Council
Tracy Mann	South Cambridgeshire District Council
Trevor Faulkner	South Cambridgeshire District Council
Rohan Wilson	Sustrans

The assistance and keen participation shown by all stakeholders and public exhibition attendees during the course of the event is gratefully acknowledged.

## Appendix 5.4: Stakeholder Workshop notes

**10<sup>th</sup> November 2009**

Breakout Groups (morning):

Groups relating to key site issues. To consider:

- Contextual issues
- Site issues
- Opportunities
- Constraints
- Distilling the vision: If we remember nothing else in developing the masterplan, the key message with regard to [insert topic] is \_\_\_\_\_.

### •Transportation

- TIF bid: to plan with or without TIF bid? How should University plan? Look at two options- 1 with, one without
- Trigger points for congestion charge?
- M11 widening?
- A14 – Ellington to Fen Ditten (completed 2016?)
- Girton interchange
- Huntingdon Road 1 way possibility, implications for masterplan and road network
- Rat-running- will orbital route encourage it?
  - Link from Madingley Road to Huntingdon Road would be circuitous, but will it be enough?
- Links to supermarket- local draw
- Links to NIAB (also have foodstore of similar size)
- Need for designing cycle parking, incentives to cycle use- reinforce throughout development (and design codes)
- Need for frequent bus routes & convenient stops- what is a high quality bus service, how to define?
- Travel planning for overall site- car sharing, car clubs, incentives to cycle; relation to phasing of the site→ encourage sustainability from the outset to establish early travel patterns
- Debate around transport modelling, are parameters in transport model appropriate to Cambridge (with high cycle usage)
- NIAB/NIAB+→ secondary school on opposite side of Huntingdon Road
- Link to commuter cycle route through to NIAB near Whitehouse Lane
- Design speeds on radial link→ no more than 30mph- to avoid current scenario in Orchard Park
- Reality check on travel plans- are they robust, can they be monitored and implemented effectively
- Can 40% modal shift be achieved?
- KEY VISION: MINIMISING USE OF PRIVATE CAR, PROVIDING THE RIGHT OPTIONS FOR SUSTAINABLE TRAVEL, PROVIDING A NATURALLY ATTRACTIVE ENVIRONMENT FOR SUSTAINABLE TRAVEL

### •Landscape

- Need to know about recreation requirements for site (depending on population)
- Where to put different uses?
  - Central Open Space: constraints due to SSSI and level changes
  - Northern part of COS along Huntingdon Road possible for recreation (also on Western Edge)
- Park & Ride expansion (related to TIF bid)- issues around land ownership and possible intensification of P&R
- Trinity land to west of P&R (and NW corner)- need better working relationship
- Transport infrastructure regarding cycling, bridleway
- Ridgeway- also call 'Crossway' to link to West Cambridge and NIAB
- Use existing footpaths and bridleways, to south of West Cambridge - look at links
- Linking green spaces should be part of principles of green space design
- Why link Ridgeway with Girton? Is there alternative routing?
- Site slope along M11 corridor- issues around suitability of sports pitches
- Concerns over overuse of space- with high population densities
- Ecological habitats- how to be integrated? (badgers, etc)- possibility that some areas are not publicly accessible? (or dogs on leads, etc)
- South part of Gap- ridge & furrow- options for pastoral use?

- Noise attenuation near M11 due to level changes- spoil could create noise attenuation, possible combination of different options physical, planting, mounding, etc
- Crucial that design coding must cover green spaces, not just built environment- extend to ecological areas
- Consider partnership working and management of open space must be considered at early stage
- Early planting to create shelterbelt features
- Typical landscape setting of Cambridge will not be retained- quite a change in landscape- proposed SUDS, noise barriers go in line with contours (as opposed to current field patterns which go against contours)
- KEY VISION: VITALLY IMPORTANT TO DELIVER FOR THOSE LIVING, WORKING AND VISITING NW CAMBRIDGE TO HAVE EASY ACCESS TO HIGH QUALITY TRANQUIL OPEN SPACES, SPORT AND RECREATION AND CREATION OF FACILITIES BOTH WITHIN AND ADJOINING THE DEVELOPMENT.

#### • Sustainability

- Local requirement is CSH 5- 50% reduction of all carbon emissions; 2016 zero carbon for housing
- Strategies look at district heating, CHP, combinations
- Orientation of blocks- consider now issues around passive solar design, lighting requirements
  - Commercial buildings?
  - Climate change adaptation- evidence that we've optimised and looked at future use of PVs, etc if used in future
- Whole life costing- to be taken into account by University given University's long term stake
- Look not only at energy service provision but also at procurement of sustainable materials in bulk
- Export heat opportunities? Being scoped alongside West Cambridge, could look at NIAB (CSH 3/4, later on CSH 6)
- Energy Centre- is one needed, what is best location? Integration in early phases in local centre, versus several across the site→ potentially site near A14 (in NW of site)- but potential issue around phasing (bearing in mind suitability of NW corner for high density)
- Energy – wind power?? Other energy forms??
- Current site assumes biomass fuel- too early to rule out any fuels- and also consider design implications, could make feature out of energy centre
- Fuels will change over life of development, need flexibility in future
- Site could be educational resource- potentially open days, etc. Also possible links to public art strategy
- Transport (sustainable behaviour)
  - Is 40% modal split ambitious? Comparable for private housing- is University site different, due to working/living on same site? Make more of links to city centre
    - Differentiated approach on different parts of site (near local centre versus in NW corner)
- Broadband, working from home
- Water strategy (CSH 5 challenge)- talk of greywater, potential sewerage treatment plant on site; water recycling
- Local centre- importance, could also serve West Cambridge, could reduce lunchtime journeys from West Cambridge
- Excavated materials used on site
- KEY VISION: LET'S MAKE THIS EXCEPTIONAL AND WORLD-LEADING IN TERMS OF SUSTAINABILITY; LET'S CELEBRATE OUR MESS

#### • Urban Form (1)

- Context of site- thought of as urban extension of the city, should reflect something of the city; University site so should reflect University needs (accommodation, research, etc); built in Green Belt, should be protected as much as possible
- Ridgeway, cycle and pedestrian route, should be attractive, tree-lined entryway to site
- Vehicle entrances- 2x Huntingdon Road; need for route near local centre to be restricted to bus, others to take alternative route
- Pedestrian links into 19 acre field area
- Green spaces- should protect green space on M11; now protected as Green Belt
- Maintenance of green space within the site- central open space same size as Parkers Piece- also protected
- Green fingers coming into the site
- Density
  - Huntingdon Road/All Souls Lane- houses backing onto will have gardens backing onto gardens, sympathetic to what exists already
  - Density to increase as move more centrally within site; will reflect more University & city of Cambridge (taller buildings)
- Local centre



- What is size of supermarket- ongoing discussion
  - Travellers' Pitches (SCDC consultation)
- KEY VISION: SITE SHOULD CONTAIN LOW DENSITY, 2 STOREY SINGLE DETACHED FAMILY HOUSES ON EDGES OF THE SITE WITH 20M GARDENS; WITHIN CENTRAL PORTION OF SITE, BUILDINGS SHOULD REFLECT CITY OF CAMBRIDGE AND UNIVERSITY IN THEIR CHARACTER; SIGNIFICANT GREEN SPACES IN SITE; AREA ON M11 SHOULD BE PROTECTED GREEN SPACE

#### • Urban Form (2)

- Should this be an extension to Cambridge or an independent place? How to create a place on its own, but recognise that it is uniquely Cambridge?
- Open space: examples in Cambridge: lots of variation in existing
  - On site, must be on site and should have good reason to be there
- Major venue? Attractor for the site
- Ridgeway: will probably be edge of development for medium-term
- Primary route: must get it right, crossing of route is important- green fingers will cross in terms of Ridgeway and green route being dominant feature
- West Cambridge: not heavily built out
- Student accommodation: potentially annexes, clusters of different annexes coming together
- Relationship between market and KWH, get needs of users right
- Height- 2-3 storeys, with some 4-6 storeys
- KEY VISION: TRYING TO CAPTURE A SENSE OF CAMBRIDGE and UNIQUELY CAMBRIDGE, WITHOUT BECOMING A DISNEY-ESQUE, CAMBRIDGE-LAND THEME PARK

Breakout Groups (afternoon):

#### 10<sup>th</sup> November 2009 – Facilitated Group discussion: Creating a 'Sense of Place'

##### What type of place/area should NWC become? Best qualities?

- NWC extension of Cambridge
- Bicycles, walking- life without cars
- Green spaces- midsummer common, PP, Jesus Green. Histon Road Rec in local context
- Housing- resonate with existing housing- preserve and external (H. Road and M. Road)
  - Newnham Village, across from Chirall- good example of terraced housing
  - Academic buildings with commercial- good interplay Kaleidoscopic!
  - Historic Architecture- something that stands out in architecture
  - Ambience-sense of belonging to unique environment (Culture)
  - **Ambient IQ**
- Size and scale of site can enhance Cambridge and be engendered
- Newnham's Croft – Successful piece of city
  - High density
  - Relevance to NWC:
    - Primary school
    - Sheltered housing
    - Small shops
- Sense of belonging and ownership
- Transient population need to have ownership
- \*Adjacency of other communities
  - Look beyond
  - What do the people of Girton see?

- NIAB
- MP can't be overly prescriptive
- Mill Road
  - Longest line of independent shops
  - Safe
  - Desirable and adaptable
  - Shared surface routes
- Needs of children
  - Safe
  - Happy
  - Kick around facilities
- Town and Gown relationship
  - University reaching out to city- strong relationship
  - Engagement with community
- River- nice setting
  - Open spaces
  - Terraced housing
- Open spaces
  - Cows and geese grazing
  - Infiltration of agriculture into landscape
  - Unique setting
- Students
  - Don't segregate students
  - Mix and flow overtime
- Scale and massing
  - Relationship to street
  - Houses close and sense of enclosure and overlooking onto street
  - Manual for streets
- Palette of colours
  - Stone, brick (muted colours)
- Culture
  - Sense of place
  - Arts/sports/ places for celebration
  - Local community and wider activities and remembrance
- **Statement of ambition around site**
- How do you achieve higher standards?
- Colours of Cambridge
  - Fantastic historical architecture
  - The best of what we have now
  - Building in this period not previous architectural heritage
  - Sense of location crafted into language for the site
  - Future forward > design
- Quality of student accommodation
  - Investment in future
  - Good quality
- Community facilities- flexible space

- Community centre
- Religious facility
- **Quality of landscape**
- Proximity to Greenspace
  - Accordia-Interesting landscape- too much hard landscaping
  - Accordia- good scheme
- Simple design v important in housing design
  - Spaces between houses
  - Good materials
- Accordia lacking in sense of community? It is also not organically linked to city. This relates to **nature of site**. Connections made where possible:
  - Communal gardens and open spaces
  - Approach to Architecture is open
  - Range of spaces within houses
  - Similar densities on Accordia to those proposed on NWC
  - Mix of uses on NWC. Not on Accordia
- Accordia (45dph- 65ha developable area)
  - Response to a particular site
  - Moves away from `standard approach`
  - Moves towards Exemplar European schemes
  - Does feel exclusive on downside
- House builders must share our quality and ambition for site
  - No short term gains
- Density seems high when related to Accordia
- Show examples next time of schemes (densities)
  - Accordia
  - Mill Lane
  - Academic/ research examples
- Explore early landscaping and use existing features. Phasing of landscape- personality and characteristics of site at an early stage

### Community facilities

- Orchard park- 900 homes- need for facilities
- Importance of community cohesion
  - Mother and baby
  - Meeting places
  - Community space
- Schools
  - Links to secondary school?
  - Community focal point
  - What about 6<sup>th</sup> form provision (A-levels?)

### Break out Groups- Options for different areas within the site

- Vision & main objective to achieve 'sense of place'
- Key issues
- Challenges

- Opportunities

#### Local Centre (1)

- Wider than just area with shops- includes residential areas around and green edge- including ridge & furrow field & Storey's Field
- Small supermarket- size to be defined (awaiting NLP report)
  - Size will affect car parking requirements
- Main traffic route through centre is bus only- but also radial route through back of local centre- need to manage issues around community severance
- 6-10 other shops (compatible uses)- extended amenity over 18 hours
- University looking at hotel (not in AAP)- role it could play in supporting a restaurant (120-150 beds), possibly with conferencing facilities
- Range of cultural/community uses- library, doctors' surgeries, shared spaces- something comparable with the University Centre (but wider access); possible shared use of faith services, evening activities- flexible space (short term leases?)
- Multi-use spaces
- Social interest & commercial gain
- Possibility of business incubators?
- Nursery- might be need for more 0-3yr nursery care (because of KWH characteristics)
- Primary school- 1x3FE school in current plans
- Why no 6 form college here?
- Shared surfaces- good or bad? Does it work in UK?
- Coding, to guide quality
- VISION: Heart of community, unapologetically urban, civic, animated for 18 hour activity, lively & diverse

#### Local Centre (2)

- Variety of uses
- Microcosm of entire place- should reflect whole dynamic and diversity- variety of daytime and evening activity
- Early provision of meeting space (esp. parents & toddlers)
- Formal & informal meeting space (gathering places)
- Use of green space, interaction with green space
- Interaction with Storey's Field
  - Cafes, overlooking green space
  - Make it dynamic
  - Issues around shading/sun orientation
- Meeting space with café, with outside play areas; encourages sense of coming together
- Height: iconic buildings/structures to give sense of space, place and landscape, identity, could be integrated with particular use
- Health provision/PCT
- Balance between meeting needs of development and context of wider NW quadrant (i.e. faith)
- Parking
- Supermarket- both opps and risks- must be managed
- Hotel & opportunities, but not in AAP
- Primary school (& secondary school) – opportunities for community use, but comes along with constraints
- VISION: Vibrancy, Community hub, dynamic nature, flexible, inclusive (genders, ages, etc), safe place that people want to live in and come and visit

#### Open Space

- Challenges:
  - SSSI- no tree planting, hard pathways
    - Impact of sports pitches
  - Ridge & furrow field
    - Protected landscape
  - Location of school, sharing of playing fields, impact on open space

- Addressing edge, importance of design
  - Need of linkages and character of spaces to come forward
- Opportunities
  - Planting in short/medium/long term
  - Start early in phasing
  - Importance of older, mature trees & shelterbelts.
  - Opportunities to plant strong rows of trees elsewhere on site (like existing horse chestnuts)
- Central Open Space (COS)
  - Informal amenity space on plateau
  - Travellers Rest Pit: ecological, natural features, natural amphitheatre
  - Ornamental gardens
  - Links to school
  - Improving legibility
  - Use soft landscape features
  - Avoid fragmentation despite different uses
  - Tranquil & quiet walking routes
  - Relationship to neighbourhood centre
    - Cafes flowing onto open space
- Western Edge
  - SUDS
  - Linear shelterbelts
  - Balancing ponds
  - Sound mitigation, use materials excavated on site to establish berms (for pockets of calm)
  - 2 sided landscape – looks different from M11 than from development
- 3 sections of green space:
  - Western Edge – incl. amenity space (sports pitches- adjacent to Park & Ride?)
  - Central Open Space: maximise SSSI opportunities
  - Ridge & Furrow- retain as character of Cambridge
- Linear landscape threads may be formal in development, but become more informal as they mix with Western Edge

#### 19 acre field

- Surrounding land uses: faculty on Madingley Rise, collegiate, chapel, residential, mix near SSSI
- Cycling connection- potentially isolated, important links to Storeys Way and links to Huntingdon Road- but not necessary important cycle/pedestrian link to All Souls Church (but visual link opportunity)
- Types of dwellings
  - Low density family housing (2/3 storey)- how would that work in section?
    - Garden backing onto garden
- Parking
  - Potentially provision for 2 spaces/dwelling- but only if worked up in parallel with choices for public transport- need to differentiate between car ownership and car usage
- Community
  - Could be isolated
  - Central open space needs to be connecting point for new and existing 19 acre field residents to use amenities in local centre
  - Vehicle route not appealing, could encourage cycling/walking to local centre
- Construction impacts
- Planning issues
  - Parameter plans to fix certain elements
  - Design codes
- Storeys Field:
  - Could have some higher buildings along open space
- Lighting
  - Control impact on existing residents

## 11<sup>th</sup> November 2009

### Breakout Groups (morning):

Groups relating to different user perspectives: Each group to 'take on' perspective of identified user group and consider masterplan issues from that particular viewpoint.

- **University key worker**
  - What is a University Key Workers? (Someone employed by University/College)
    - Are they single people? 2-3 year contract workers with families? From abroad?
  - Issues: support for families, work for partners, young families without own family support
  - Research is not a 9am-5pm job, takes over life. Facilities like working from home, being close to work, being able to socialise with colleagues are important
    - Coffee shops locally
    - Transport- what's the best way to get places quickly- ensure that fastest way to work is by bike or foot (most places where Key Workers will work are within 20 min cycle ride- but journeys to station, Science Park, Addenbrooke's are longer)
  - Plan cycle routes by thinking about where people want to get to- make vehicle route tedious
  - Cycle parking- many small cycle parks – plan in early
  - Outdoor facilities/recreation—different facilities for single occupiers than for families- gyms, evening activities (opportunities for multi-use over daytime/evening)
    - Gyms (with coffee, etc)- could be easier with hotel
  - Likely to be interested in sustainability of project
  - Allotments would be used/valued
  - Will bus facilities/frequencies be good enough? Links to Park & Ride- is density in certain areas of the site high enough to provide for frequent enough buses
- **West Cambridge academic**
  - Perhaps there for longer term, maybe looking to buy market housing- will the market housing planned be too expensive for West Cambridge workers- would NIAB be more appropriate?
    - Can still cycle through the NWC site
    - Potentially car issues
    - Potential impact on location of lower density detached housing- maybe more in NW corner of site because maybe not working in Cambridge (for better road access without impact on cycle network throughout site)
  - Community facilities (if they work, they work for everyone)- same facilities for Key Workers, Key Worker families, academics, older children, older people, etc- then place will work as community→ ideally co-located in same area or same building
  - Likely to be interested in sustainability of project
- **Girton resident**
  - Connection between Girton and NWC site- area of Girton near the site is the 'Cambridge side' of Girton, rather than near Girton Village; role of Girton College, link into West Cambridge
  - Draw for Girton residents to come into the development- need to understand (ie role of foodstore, other facilities)
  - Provision of early facilities (incl. sports- swimming pool)
  - Cycle routes, access to countryside
- **Young family moving into private market housing**
  - Cycle/buggy parking
  - Areas to socialise, cafes, day and evening

- Pub-type facilities
- Good access to primary school
- Facilities for older children (skateboard park (near M11?))
- Recognise that young families grow into older families- think longer term
- Shopping facilities linking to West Cambridge
- Should not be academic ghetto
- Think about how communities link together, balance of temporary and permanent residents
- Is Code for Sustainable Homes Level 5 challenging enough?
- Link to NIAB/NIAB extra, look at facilities across the board
- Links to secondary school at NIAB Extra
- **Commercial researcher**
  - How to access facilities, meet people?
  - Thinking about short, medium and long term
  - Places to meet people, pubs, cafes- not just in academic social scene
  - Opportunities for growing families
  - Interest in sustainability aspects of project, opportunities to focus on cost savings for occupiers
  - Food delivery services to avoid car journeys to foodstore- or cycle carrying facilities for groceries (baskets, etc)
  - Consider lighting impact on edge
  - Location of research space- all on edge or other options?
  - Shared amenity facilities (ie laundry)
- **University Student**
  - Links into city centre
  - Social facilities
  - How to link to Cambridge Station? Buses?
  - Social integration, support, temporary nature of student population, needs for students from abroad; community cohesion
  - Sports facilities, informal recreation (on M11 edge)- green gyms? Variety of sports facilities (including basketball); flexibility
  - Interest in sustainability aspects of project, opportunities to focus on cost savings for occupiers
  - Cycle priority over cars
- **Primary school student**
  - Land use
    - Clear uses- particularly for play- but might want to play in areas that aren't designated
    - There are lots of kids- need to be considered
    - What kind of school? How many storeys, how many schools?
    - Don't like school drop-offs by car... don't design in, park elsewhere
  - Open Space
    - Exclusive open space for school
    - Safe route
    - Overlooked
    - Well-lit
    - Not car dominated
    - Play areas
    - Swings
    - Meeting places
    - Social areas, youth groups
    - Specifically designate areas for play so other people know about it
    - Facilities after school- everything from ballet to football
    - Access to green space- even on M11, nature areas, SUDs
    - Nature, allotments, learning
    - Look at Newnham- connectivity between spaces

- Transport
  - Separation of different modes of transport
  - Segregated cycling- safety for kids cycling on own
  - Links to secondary school
- Links to University
- Sustainability
  - A place that lasts, takes account of climate change
  - Secure, but not fortress
- **Huntingdon Road resident**
  - Land use
    - Sympathetic development, back to back gardens
    - Avoid Overlooking
    - Construction impacts- how long to deliver?
    - What facilities can be used/shared? How to access, even during construction phase
  - Open Space
    - Access in/out of development, sustainable routes
    - Links to cycle network
    - Management, inclusivity- how can spaces be used for wider community
    - Nature/ecology, but how will different forms of recreation work with each other (ie dogs vs nature conservation, etc)
    - Security- secure rear boundaries for properties
  - Transport
    - Traffic implications- not just this site, but cumulative with NIAB & NIAB Extra (+ rat running)
    - Not just end state- also construction impact, lorries, etc- NIAB will have limited access hours, NWC may be accessed for construction from Madingley Road- but need to understand
    - Links to open spaces in NIAB & NWC, phasing
    - Crossing points of roads- potentially a bridge
    - Sharing facilities- libraries, health serving wider community, how to ensure safe crossing of road and avoid using cars
    - Buses: buses along Huntingdon Road are from wider area, some are already full- is this going to be an ongoing problem?
    - Bus interchange- how to avoid going all the way into the city centre?
    - Volume of traffic- cumulative impact will continue to grow- possible solution- NW corner potential for Park & Ride (would remove traffic from A14 into public transport earlier)
  - Sustainability
    - Type of energy- will there be visual impact? Chimneys, wind turbines, etc
    - Waste- will it be coming from outside of site?
    - Lighting, overspill, visual impact
    - Intrusion- overlooking, noise



**Group discussion:****What is the North West Cambridge address?**

Your street, Cambridge

Just west of Storey's Field

Name the local centre- that's where they'll say they come from; differentiate from the rest of the NW Quadrant

Depends who you're talking to

Links to Storey's Way

Castle Ward- but not necessarily identified with as a community (Castle refers to Castle Hill, which is not in this part of Castle Ward)

All Souls

Gravel Hill/Gravel Hill Farm

Washpit Brook

University Farm

Huntingdon South (connecting part is on Huntingdon Road)

Local centre near Conduit Head Road

Western Fields

Specific neighbourhood in Cambridge

A new name for the development could establish its own identity (like Accordia or Orchard Park)

Large development, so 'name' should try to express what is achieved by the development, with subsets within to distinguish → must stand out as something different for Cambridge, not just another part of Cambridge; need long-term name

Identity that links Girton to Cambridge ("Girbridge")

Orbital route- it will set the identity (in terms of name)

Identity/name should reflect what's actually there

### Breakout Groups (afternoon):

#### Recap of outstanding issues

- NW Corner
  - Issues
  - Constraints
  - Opportunities: land use, access
- Linkages & Connections
  - Links to wider area- NIAB, West Cambridge, City Centre, Girton
  - Central open space- links across and to
- Character
  - What is “uniquely” Cambridge?
  - What will differentiate this development from the others?
  - Establishing identity early on

#### Northwest Corner

- Issues/Constraints:
  - Air quality- interchange between A14, M11, Huntingdon Road
  - Washpit Brook- ecological issues/requirements
  - Noise (road noise)
  - Now shown on masterplan for high density
  - Gateway into development (Huntingdon Road, M11, A14)- could be a ‘special’ statement entrance to signify what the development is or what it is about (tall structure, public art)
  - Radial route through the development will be busy- need to address
- Options:
  - Commercial use: offices, petrol station, hotels
  - Green space
  - MSCP
  - Public art (but far from centre of development)
  - Residential: but air quality and noise issues, could extend residential onto Huntingdon Road access
  - Park & Ride, Park & Pedal, Park & Walk- statement about leaving car outside Cambridge, alleviates traffic onto Huntingdon Road, alleviates traffic on radial route, could provide parking for some housing from development, can ‘forest’ the Park & Ride to be more amenable (for development fronting onto it)
    - Potential issue: but must find place to put development elsewhere on site- but better in the middle of the site, for ‘shorter term’ key worker housing
    - Green corridor would be easier to implement because less traffic
    - Would be in addition to existing Maddingley Road Park & Ride (picks up different types of traffic)
    - Potential leisure options
    - Could be interim use
    - Issues around queuing onto A14?
  - If Trinity College land was included in development, could achieve more cohesive structure for scheme on M11
  - Phasing: could phase early on to establish ‘precedent’, set tone for the development

#### Linkages

- Links from site out to various areas of the city
  - City Centre
  - Science Park
  - West Cambridge
  - Secondary School (NIAB)
  - Impington (Secondary School)
- Pedestrian/cycle links
  - Footpath south of West Cambridge- most popular route into city centre- link to it via Maddingley Rise
  - Storey’s Way
  - Huntingdon Road

- NIAB orbital cycle/walking, across Huntingdon Road
- Bridleway from Girton, across A14, through NWC, south of Maddingley Road
- Considered junctions that are vital to improve
  - Two Huntingdon Road junctions, Pedestrian/Cycle orbital route is in between the two, want single stage crossing
  - Maddingley Road: Maddingley Rise link- at grade crossing (signalised)
  - Ridgeway into Storey's Way, so Maddingley Road/Storey's Way junction is an issue
  - Park & Ride Maddingley Road junction
- Ridgeway- how to link all routes to Ridgeway- impact on Central Open Space- how to reduce impact but still provide links
- Routes to Station- via City Centre
- Importance of network
- Destinations within site- school, Park & Ride, Central Open Space, supermarket, local centre- need to consider how routes link to those destinations
- Need to also consider how to link into countryside

### Character

- Romantic picture of Cambridge: Cyclists, open spaces with cattle grazing, lots of activities in spaces throughout the year, variety in architectural style- different massing, height, style, etc
  - "glorious interruption of nature all around it"
  - Can walk from city into countryside without leaving green space
  - Much more than the 'Green Belt'
- NWC: feel 'green', greenness to penetrate urban form, semi-wild open space on M11
- Cambridge is city that has proud exemplars from architecture of every age- NWC should be proudly modern- architecture of highest quality. But...
  - West Cambridge: buildings trumpet self importance, no integration
  - Diversity, but consistency and integration
- Cambridge is youthful (average age of NWC will be relatively low- but older people interested in market housing)- should be seen to meet needs of young people
- Culturally rich; NWC should not be dormitory suburb, should have some of the cultural excitement that the rest of the city has
- How to differentiate?
  - Wider mix of uses; More interesting competition of uses and users than some other, mostly residential developments
    - Shared use of spaces and facilities
  - More traditional urban form than some more recent 'over-adventurous' approaches
  - Connectivity within itself, but need to consider how it will be extended to wider city
  - Historic iconic buildings- We need proud exemplar of this age
  - Need iconic/ ceremonial building
  - Diversity in house types
  - Material Palette
  - West Cambridge: individual building boasting out Accordia is too consistent and Orchard Park is too diverse
  - Agreed in AAP plan group of 15-20 homes

## Appendix 5.5: Public exhibition feedback

### Q1 - Are you broadly supportive of the masterplan as presented in the exhibition?

- Yes, but this is the easy bit! We really need more detail on how - if at all - the site will interact with the NIAB site and who is expected to use the facilities.
- Yes, with reservations.
- Yes.
- Yes.
- Yes. I do not have any issues with this development.
- 50-50 as from past experience it's difficult to trust architects quality of designs and planners allowing enough natural space.
- No.
- Yes. I do not have any issues with this development.
- Yes. I do not have any issues with this development.
- Some nice features - green corridors, low density etc. Affordable housing for key workers of the University is essential.
- Yes.
- Yes.
- Yes ("progress" inevitable)...but...
- Yes.
- No, it is simply grown too big. It started with a need for graduate student housing 10 years ago and grew to this enormous development in order to pay for it all.
- Yes, although much detail is to be decided.
- Yes.
- No - as a rule, I oppose green field development.
- More accommodation is essential for University growth and maintaining present activities.
- Yes.
- Yes.
- Yes.
- Not really. I am worried about the total impact of the three developments swathing the North West of Cambridge - Orchard Park, NIAB (my house borders directly on the fields) and now this one. It's too much for such a small city.
- Yes.
- Yes.
- Yes, with a few caveats.
- Looks ok.
- Yes, if the community facilities go ahead and if the chestnut trees flanking the farm lane are kept.
- The University certainly needs the space...
- Yes.
- I am very worried about how this new development will change the area's present character.
- Yes, good idea.
- Yes!
- Yes.
- Yes.
- Need to see final lay out.
- Yes.
- Yes.
- Yes.
- I regret it, but realise it is going to happen! I am though concerned that the University is taking land out of the Green Belt for this development. I think that sends a poor message as to the University's regard for the Green Belt and it is sad that agricultural land is going to be lost.
- This is absolutely crucial. I would hope that all parties wish to see any increase in the traffic along Huntingdon Road kept to an absolute minimum. The design of the new pedestrian/cycle junctions will be important too. Can I suggest that it takes Burrell's Walk as its template so that it is as cycle friendly as possible? More cyclists would then want to use it.

### Q2 - What are your views on the transport plan, in particular, the aim of providing alternatives to using private cars?

- Most residents, including students, will expect to have cars so much will depend on how many will work on the site. The affordable and key worker housing needs to be prioritised for those working on the site.

- Good as long as trees on the 34 Storey's Way site are not cut down for any reason as this is a conservation area. Also would like to see a clear route from the middle of the development from Huntingdon Road to Madingley Road. And not open only to public transport.
- Yes.
- I approve. Generous cycle parking is important - please do not compromise on this point!
- Worried about Storey's Way. There should be a through road now also for NIAB to use. It could go parallel to M11.
- Must ensure plenty of buses throughout the day and evening.
- Ok.
- Will people use the alternatives? Inevitably there will be a huge increase in vehicular traffic. Not many will be prepared to bicycle / walk in the winter months (inclement weather) to work / take children to schools / nursery etc.
- I have concerns.
- Difficult.
- Concerned - potential congestion on main roads and access to A14/M11.
- Diversion of some bus services from Huntingdon Road concerns residents East of Girton Road.
- Overall ok. At some places (NE site corner, north of graveyard) there seem additional opportunities for future cycle access for which no provisions are made yet.
- Good luck! The whole project as presented currently, is at HOSTAGE to: 1) vehicle use of additional site occupants; 2) Vehicle access to Cambridge via Huntingdon and Madingley Roads!
- Providing alternatives is good, but forcing people to use them by not providing adequate roads is not good.
- I fear that due to the multi-council control and separate developments there might not be joined up thinking on road use.
- It is an admirable aim but I suspect that many inhabitants will need to travel within the area by car. Also increased pressure on A14. Also bottlenecks at limited access point.
- Generally positive although buses need to run suitable hours (late night & Sunday) and not rely on existing services (Citi4 & Citi5).
- Not a huge problem in Cambridge. Satisfactory. Monorail?
- Must encourage car clubs, bus use right from the start (interviews with residents as at Orchard Park). Safe cycle routes also essential.
- Good, bearing in mind the large increase in traffic - schools, University and resident.
- I fully support reducing private car use.
- Fine.
- It won't work. People will not get out of their cars and onto public transport, which is widely perceived to be unreliable and inadequate.
- Good.
- It is important to minimise the use of cars. The impact upon through traffic down Huntingdon Road needs to be carefully considered.
- Pretty good. I like the pedestrian and cycle route through the centre. The layout of parking is unclear.
- 2% increased congestion sounds like a lot.
- V much in favour of reducing car use.
- Very keen on alternative transport to cars - cycle and walk ways and park and ride.
- Good idea, getting people not using cars might be a challenge.
- Very concerned on impact of traffic on Huntingdon Road, Storey's Way and Lady Margaret Drive. Access to A14 and M11 must be improved greatly.
- More cycle paths. Safe and well maintained (lights, gritted when it snows).
- Excellent idea.
- Needs road across site from Huntingdon Road to Madingley Road.
- Good idea - problem that residents will use a car unless there are good bus services to where people want to go.
- Public transport should be maximised, car usage should be discouraged, through limited parking, good public transport, and good car sharing schemes.
- Transport has improved but: You need a better "rat run" for those in Huntingdon Road who want to use the park and ride on Madingley Road or a new park and ride in Huntingdon Road, or a change to M11 junction 13 access.
- I wonder how you are going to limit the extra traffic to a maximum of 40%? Unless you limit some residents to being non-car owners or to working on site only, (both impossible to "police"!)) there will still be more traffic coming on to Madingley and Huntingdon Roads. These roads are already often at a standstill in the morning. Even 20% more traffic will cause even greater congestion.
- I'm sure it might become tempting to cut back here but I'd stick to your plans. If you can make it even more eco-friendly, do so!
- I wish to table a strong plea for a revision of the draft plan which it is felt affects our street. Namely the reciting of one of the feeder roads off Madingley Road. There is considerable concern over the impact on the infrastructure of the whole of this area from local residents. Traffic in the area of junction 13 of the M11, the nearby Park and Ride and High Cross is currently congested during peak periods and it is felt will be exacerbated with further ingress of traffic entering this point from the proposed development.
- There seems to be no co-ordination with the NIAB development. There are references to an 'orbital' road system, but no details. We were told on the day that 'work and roads would proceed in step with each other', but there is no evidence of that. Even if the main vehicle access is on Madingley Road, there are two access points on Huntingdon Road. Add this to the (ignored!) new access for the NIAB development, and it implies a substantial increase in Huntingdon Road traffic, especially if the 'orbital' system is not in place. There is a target limit of '40% driver occasions (excluding passengers)'. How can you control this? Is it even a realistic forecast? It won't need many additional passengers for a clear majority of residents to be travelling to work by car. There are references to new

high-frequency bus routes. How can you force the bus companies to comply? Look at the present ridiculously short hours of the nos. 5 and 6 services, or what Stagecoach are proposing to do to the frequency of the nos. 1 and 7 services. They will do their own thing.

### Q3 - What are your views on the sustainable goals of the development?

- Not sure why the environmental standards (e.g. Carbon neutral etc) are to be phased in - why not adopt the higher standards from the outset?
- Good
- No objections.
- We feel it is important to keep the archeological sites.
- Fair.
- Appear to be alright in theory.
- Fine.
- Essential.
- It is essential to minimise impact on the local community.
- Level 5 is still falling short of what some consider state-of-the-art (Passivhaus, AECED Gold), so provision for more ambitious sustainable self-builders should be made.
- Good, but not enough.
- I think it isn't sustainable from a transport point of view.
- Again an admirable goal.
- Looks good.
- Much is to code, as expected. Posters contained much 'fluff' - the devil is in the details.
- PassivHaus/Code 4 standards are essential. Code 5 is laudable if University is prepared to subsidize extra cost.
- Well thought out.
- Very good.
- Good.
- Fine, if they actually happen. The same was promised for the NIAB site, but we haven't heard much about that in recent years.
- Needed.
- Broad agreement.
- It's good to see a commitment to exceed current standards and to meet code level 5+6. CHP would have been nice though.
- Positive.
- They sound good if they are implemented and the targets met.
- Well thought out.
- The buildings should be of a high class. We do not want an Arbory Park or certain buildings which have appeared on the West Cambridge site.
- It looks like your current sustainability goals are largely just minimum standards for a 2016 timeframe development. I would encourage you to push the boundaries and aim for zero carbon housing, at least for a percentage of your development.
- Very necessary. I like their inclusion here and hope they will be well maintained.

### Q4 - What are your views on the various open spaces provided?

- Great ideas to create new open space similar to that at Parker's Piece etc, but it has to be accessible to the community and achieved not at the expense of a loss elsewhere in the built-up area, Open space a mile or more away is no substitute.
- Good, but preserve beech trees.
- Particularly pleased by the proposed large open space on a par with Parker's Piece.
- These seem adequate as long as the green spaces are kept.
- More needed so that wildlife can flourish.
- Poor alternative to present (existing) open space.
- That's good.
- Vital - TREES.
- I like the variety.
- Hopefully there will be provision for "green squares" or areas in the development of residential areas.
- Looks good if they are well accessible to pedestrians and cyclists. Additional tree rows would be nice.
- Thank you. As much as possible (100%) most desirable.
- Ok.
- Not sure how you integrate as SSSI into a public space.
- A vast improvement on the existing farm land which no one can enjoy at present.

- A positive addition, and necessary.
- Need allotments, market space, sports field, school, community green space using same spaces, limited to park and ride - Paul Barnes explained new land allocation N of Maddingley Park and Ride.
- Looks adequate.
- Will be good to have access to open space for recreation.
- Not good - about to buy a house on Lansdowne Road. It would appear that a row of trees is to be planted up against the back gardens and facing the Park and Ride. If the access road is shielded adequately, why is this necessary?
- Make them as big as possible, with plenty of trees.
- Good.
- Good, although careful consideration of the landscaping needs be performed to ensure these are not bleak spaces.
- Very good, a lot of it and thoughtfully provided.
- Positive.
- Really like what's proposed.
- Ok.
- The open spaces are good. The protection of the SSSI site is good.
- Fine, the space provided seems about right.
- You are not creating new open spaces! You are building on open spaces. In the context of a new development it looks fine.
- Good to see that a third of the development will be open.
- Please reinstate border of 15m green space between existing gardens and new building, esp. by cemetery and no 34 Storey's Way.
- Good - plant plenty of trees along the motorway boundary.
- Looks like a nice plan.
- Ok.
- In principle a good idea. But Storey's Field is not geographically centrally situated. Noise travels. Parker's Piece has public events on it; it is likely that Storey's Field will, too. Some may involve amplifiers. The Field has been sited the Burial Ground end of the development, where the intruding noise will be very keenly felt. Could consideration be given to lessening the potential problem by moving the Field's situation into the true centre?
- We like the sound of the proposed "Parker's Piece Mk II". With regard to the proposed sports pitches, we understood from your representative on Thursday that they would all be fully open for public use (i.e. No priority or block booking by Colleges/University). Is this the case? And will they cater for any sports other than football?

**Q5 - Is there anything you would particularly like to see included within the community facilities we are proposing?**

- The risk is that these facilities are used as an excuse to short change the community on the NIAB site. Otherwise, good facilities - but making rooms for hire - for local groups, for worship?
- Guarantees trees in conservation area next to 34 Storey's Way will not be chopped down. Guarantee density of housing in keeping with conservation area.
- We would like to see land for a few allotments made available.
- I would like to see space reserved for a church to serve the local community. This probably wouldn't be viable immediately until there was a significant community of believers in the area, but it would be desirable to leave some space "reserved" for future use for a public place of worship. If a reserved piece of land is not possible, then at the very least I would like to see the Community Centre containing a number of large hireable halls available at a non-profit-making rate where future faith communities could hold their weekly meetings.
- Through road between Maddingley Road and Huntingdon Road.
- Proposed ideas MUST be implemented.
- They are fine.
- Community space - village hall and or ecumenical centre.
- A separate community space for access by the general local area residents.
- Sports centre for University employees in the wider area (e.g. West Cambridge), ATM, pharmacy, grocery shop.
- Rational control of (new) vehicle traffic; 2) Integration with EXISTING (and future) vehicle access to Cambridge (ALREADY an near-unworkable nightmare).
- Worship and faith facilities to reflect different Christian denominations and different faiths which will live on this new development. See recent Cambridgeshire Horizons faith report.
- Supermarket.
- Community will be based on College/University - Cap and Town division will not be solved with a Community Centre.
- Swimming pool heated with solar panels.
- Shops would be good. Not Tesco!
- A swimming pool as part of good sports facilities. A health centre comprising doctor's surgery and dentist etc. A multi-purpose community centre.
- Facility for young people not at University.

- 50m swimming pool. Encourage small independent shops.
- Allotments.
- Small independent shops, independent coffee shop, pub etc - would love a ban on chains.
- Whatever is needed by the new residents - serving the current community is not a priority - just increases traffic.
- A SMALL library branch.
- Cycle paths separate from roads.
- A pub. And another one. A reasonably sized supermarket. Public sports facilities (gym, pitches, swimming pool etc).
- A branch of the council library to cater to the needs of North West side of Cambridge.
- Not over and above anything that is already proposed.
- Don't use Tesco for supermarket! What about a secondary school?
- There is a good mix.
- Small supermarket. Pub.
- The plans have the feel of a mini-Cambourne or a satellite 'town'. This is a great pity, especially given the Green Belt issue. Could not the University develop only sufficient for its needs and leave the rest for agricultural purposes?
- Do consider having a variety of shops, not one big supermarket whoever they may or may not be.

**Q6 - Do you think there is a good mix of different uses on the site?**

- Yes.
- Yes, excellent.
- Yes.
- Yes.
- Good.
- Yes.
- Yes - concerned about travellers sites!
- Is one primary, no secondary, sufficient for population projection.
- Reasonable.
- Yes.
- Ok.
- Yes.
- If there is collaboration between NIAB and University developments to make sure the right number of schools, doctors and dentists.
- Yes, although have to work hard to build a community rather than a series of separate communities.
- Yes.
- I would like to be sure the development is for a purpose, instead of build and bid.
- Supermarket would be very popular with large W Camb catchment area - but could destroy site - as Waitrose in Trumpington. V vexed problem.
- Yes.
- Yes.
- Yes.
- In principle, yes, but my concern is that the mixed use residential areas will not include shops etc and we won't have a vibrant area.
- Seems good.
- Too much high density, really.
- It is reassuring to see low density housing bordering Huntingdon Road and All Souls Lane and Cemetery boundary.
- I am VERY concerned that such public attractions will draw people and traffic to the site, rather than merely serving the people already living on it.
- Yes.
- Yes.
- Not too sure about this aspect.
- What about sports facilities - all weather facilities required.
- Yes.

**Q7 - Do you have any specific issues that you would like us to consider?**

- The key factor for local residents is the loss of current open space (playing fields, for example) as a result of colleges making agreements with the University. That needs to be up-front and assurances given that there will be no land for land deals. If there is, there will be a considerable backlash locally!
- Yes - all above on housing density next to Storey's Way 34 and preservation of beech trees.
- Allotments!
- No.



- Increased traffic on Huntingdon Road. Not to allow ugly modern building designs - use same traditional, aesthetic building materials and designs. Discussion over shared community facilities on all three sites.
- Please clarify the "secondary access option to Madingley Road" - What does this mean?
- Yes, I note the cycle / footpath in to Girton Road. There is no proper cycleway at present. I trust a proper cycleway will be built.
- Sequenity
- Cycle access site - Huntingdon Road? Fence between properties new and old - whose fence will it be?
- My greatest concern is the lack of dialogue with NIAB and the urgent need for a coherent coordinated plan for transport facilities.
- What element of overlap between NIAB and the NW site is likely to ensure community support for existing local residents and the incoming.
- Senior housing (?XXX) both private and social.
- High cycling permeability to surrounding, keeping options free to improve these in future decades. Half of all low-density detached residential plots should first be offered to the self-builders market.
- Transport, Transport, Transport. This is FAR wider than a site problem (only). It is like putting a new campus in the middle of Piccadilly Circus.
- You should provide a good traffic link between Madingley Road and Huntingdon Road. This would reduce the impact on Storey's Way and the Mount Pleasant Junction.
- Restrict access to the Parish of the Ascension Cemetery to being only from All Souls Lane by planting prickly hedgerows on all borders of burial ground.
- How do you balance reducing travelling and providing onsite facilities with integrating this development into existing and neighbourhood communities?
- No.
- The dual community created Cap vs Town.
- Environmental education - people need clear information about climate change and how individuals can react positively, see Cambridge Carbon Footprint "Carbon xxxxx" workshops.
- As a resident at present off Huntingdon Road, my concern was the drainage which we have problems with already. This has been addressed with drainage aimed to the south, green area away from Girton. Thanks.
- No.
- The proposed line of trees along the back gardens of Lansdowne Road. Is there enough space to shield the access road on the other side of the field?
- If this development has to happen, then the developers MUST be kept up to the mark on providing proper facilities and the highest eco-standards. They should NOT be allowed to drive the project, as so often happens elsewhere.
- Social housing for the young under 25s.
- I run along the chestnut avenue to the observatory - you must take care of the trees there.
- I thought the picture of the Masterplan was too small and a larger image or better still, a model, would have been better. Also there were no artistic representations that might give more of a feel of what the place might be like.
- Allotments.
- Provisions to encourage truly local shops as opposed to chains. Good lighting in the cycling / pedestrian corridor.
- The 4-6 storeys for high density is somewhat ridiculous - 6 storeys probably exceeds anything else in Cambridge. Four storeys max would seem wise (plus spires?)
- Protection of the Parish of the Ascension burial site (aka St Giles Cemetery). No access from the development and no dogs.
- The supermarket is a HUGE worry. The current proposal size - "a small supermarket" along the lines of the Sidney Street Sainsbury's - will require massive amounts of parking, cause traffic congestion not just in the West Cambridge site but all along the Madingley Road, and make a once residential area a mini city centre. A truly "small" supermarket might work. I am keen to know the specifics of all this.
- The plan seems good, far better than building satellite villages.
- Please, please, please make sure the architecture is of high quality and sympathetic to historic Cambridge.
- Enough cycle routes. Library. Sports facility nearby.
- Maintain a low profile and impact (with low buildings).
- Cycle path - do not cut down trees by archaeological xxxxxx.
- There should be a park and ride provision at the top end of site (where farm buildings are situated). There should not be a travellers site on this area.
- As a local resident, the plans look like they will improve the general quality of the area, although it will be a shame to lose the green space around the University farm. I would encourage you to maximise cycling routes through the development, especially routes connecting Coton and the existing West Cambridge site to Histon, via the NW Cambridge site and NIAB. In particular, these routes will need to consider easy, safe, and quick crossing of both Madingley and Huntingdon Roads by cyclists, including cycling families with children. Thanks!
- Transport.
- I have concerns about the impact on the Ascension Parish Burial Ground and on the traffic congestion. The Ascension Parish Burial Ground is a very special place for many people. Some come to tend the graves, some to walk quietly around or to sit on the bench and absorb the atmosphere. It is a very calm, tranquil and quiet place: noise never comes from it. Many people gain comfort from their visit. It is also sacred ground. Most visitors come at the weekend or on a summer evening - at a time when research buildings are likely to be

quiet. Could consideration be given to putting research buildings rather than houses along the boundary with the Burial Ground? Just a thought! NAFRA members have been given conflicting answers regarding the height of the houses along the boundaries of the Burial Ground and the Huntingdon Road houses. Some have understood they'll be two storeys, or a mixture of 2 and 3 (and the text says 2-4 for low density housing); some all detached, some a mixture of semi- and detached. Could you say which are correct please? Thank you.

- Yes. The overall idea for the design of the site looks appealing.
- Everybody at the exhibition assured us that the housing would be high quality, so I hope this promise is kept. I would like to suggest that in the 'low density' part of the website you set aside some of the plots to be self-build.
- To alleviate this matter with a long term prospect in mind my request is to ask if consideration can be given to re-align the access road presently shown on the East side of the present P&R site to the West side. My reasons are as follows: 1) Congestion could be relieved if traffic coming off the motorway can be funnelled into the development before the P&R junction, High Cross etc. 2) The amenity of residents on the West side on Lansdowne Road will not be further compromised (sight of the P&R is bad enough). 3) In the long term direct access to the M11 motorway junction 13 (when completed) would be possible by slight adjustment to the Madingley Road end of this link into the site. Your comments will be welcomed with great interest.
- We could find no information in the vertical scale of the development. At present, the approach to Cambridge on Madingley and Huntingdon Roads is quite decent. The overall appearance, of course, is in part affected by the skyline. We understand that high-density residential building will be higher than low- or medium-density housing. But what about all the University buildings? What sort of height limits are you applying, and how will this affect the visible skyline from Madingley and Huntingdon Roads?

## **Appendix 4: 2010 Stakeholder Workshops and Public Consultation Report**

# North West Cambridge Masterplanning Workshop and Public Exhibitions

Consultation Report  
July 2010



# North West Cambridge Masterplanning 'Refresh' Workshop and Public Exhibitions

Prepared by:  .....

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# 1 Introduction

## Context and Purpose of this Report

- 1.1 The University of Cambridge has ambitious plans for its North West Cambridge site to help it retain its position as one of the world's finest universities. In creating a masterplan that meets the University's forecast needs and high standards, the University has been keen to involve all of the local communities. The University genuinely wants to benefit from input from stakeholders and the public to ensure that the new community integrates seamlessly with its neighbours.
- 1.2 The last consultation, in November 2009, helped to refine and improve the University's ideas and many of the issues raised by the public and key stakeholders have already been incorporated into the emerging plans. The University has consulted again on the 29<sup>th</sup> June (stakeholder and public exhibition sessions) and 3<sup>rd</sup> July (public exhibition) in order to outline how the masterplan has responded to key issues addressed in the previous consultation, and to establish the stakeholder and community viewpoints on its latest thinking, as the University continues to improve the masterplan for the site.
- 1.3 The University owns 140 hectares of land to the north west of the city of Cambridge. The site is bounded by the M11, the A14, Huntingdon road and Maddingley Road. The eastern boundary of the site consists of large residential dwellings fronting Huntingdon Road (A1307). The southern boundary along Maddingley Road (A1303) consists of a mix of residential dwellings, Colleges, University facilities and a Park & Ride, managed by the County Council. At present the site accommodates the University farm and out buildings, other University research facilities and arable farmland, which includes a site of special scientific interest (SSSI) and areas of ecological value.
- 1.4 The site has the potential to make a significant contribution to new collegiate accommodation and research facilities that the University requires over the coming years, and in particular to meet the need for affordable housing for University and college staff (key worker housing). The University recognises the complexity and magnitude of the proposed development at North West Cambridge, and therefore feels it is essential to undertake an extensive and collaborative consultation process, hence consultation periods in November 2009 and again in June and July 2010. This consultation process has occurred throughout masterplan preparation and evolution, and consultation will also be undertaken as part of the statutory process of submitting an outline planning application. A series of masterplan proposals for the NW Cambridge site will be put forward, subject to technical review and approval by the University.
- 1.5 Furthermore, this transparent approach allows key stakeholders to be involved in the formative stages of the masterplan and can gain a thorough understanding of the requirements and issues. Engagement in the various consultation processes also provides stakeholders with the potential to influence the masterplan development process.
- 1.6 This collaborative approach to plan making, fully supported and encouraged by the Government, as part of PPS12, mitigates potential conflict through discussion. It thereby results in a masterplan which has 'buy-in' from the various stakeholders, as the University has clearly outlined how the masterplan has responded to key issues raised in previous consultation. The outputs from the collaborative workshop and public exhibition will inform where possible, the masterplan evolution prior to submission of an outline planning application, which is likely to be submitted in early 2011.
- 1.7 This report summarises the process and outcomes of the June 2010 consultation process. This consisted of the following events:
  1. Stakeholder Workshop- 29<sup>th</sup> June 2010 (daytime)
  2. Public Exhibition – 29<sup>th</sup> June 2010 (evening)
  3. Public Exhibition – 3<sup>rd</sup> July 2010 (daytime)



- 1.8 This report, prepared by the consultant team, provides an account of the proceedings and summarises the outputs of these events.
- 1.9 This report is structured as follows:
- Part 2 sets out an overview of the stakeholder 'refresh' workshop and the outcomes of the workshop
  - Part 3 sets out the events of the public exhibitions
  - Part 4 concludes the consultation report and outlines next steps in the masterplan process
  - Part 5 provides appendices that schedule the full list of invitees and attendees, as well as detailed feedback received

### **Workshop Aims**

- 1.10 The Masterplan 'refresh' Workshop was held on the 29<sup>th</sup> June 2010 and allowed interested parties to understand how the scheme has moved on from the previous consultation, and to review the key parameters for development. The potential constraints, opportunities and aspirations were also refreshed in people's minds through a series of break out group sessions. This process ensures engagement with key stakeholders and encourages innovative solutions to issues such as transport, sustainability, mixed uses, urban form and design. The aim of the workshop was to outline the proposals for the masterplan that were of the highest design quality, based on local constraints and urban design principles, and to show how some of these have moved forward since the last consultation. The emphasis is on developing creative solutions to opportunities and problems specific to the site.
- 1.11 The June and July 2010 consultation process involved a stakeholder workshop, to which a variety of stakeholders were invited, including representatives from Cambridge City Council, South Cambridgeshire District Council and Cambridge County Council and representatives from organisations including Natural England, Cambridgeshire Horizons, Sustrans, EDF Energy, Sport England, Go East, English Heritage East of England, Environment Agency, Transport providers, Local Environmental Groups and Residents Associations. The full list of organisations invited can be found in Appendix 5.1 and the schedule of workshop participants is included in Appendix 5.3.

### **Public Exhibition Aims**

- 1.12 The aim of the public exhibition was to give the local public an opportunity to put forward their aspirations and opinions, raising any issues and concerns. The public consultation boards provided an overview of the concerns raised in previous consultation and how the masterplan has responded to these issues.
- 1.13 In turn, the process enabled the University and the consultant team to inform the public on the masterplanning process to date. The public exhibition provides key inputs into the formulation of the final masterplan iteration for North West Cambridge. When the planning application for the scheme is submitted Cambridge City Council and South Cambridgeshire District Council will conduct formal statutory consultation, which will provide other opportunities for further consultation and discussion of the masterplan.

## Key Outputs for the Workshops and Public Exhibitions

- 1.14 The objective of the workshop and public exhibitions was to provide a 'refresh' for key stakeholders and the public on the masterplan proposals, the parameters of the development and to outline the project process to date, focussing on refining the principles and parameters for the emerging masterplan.
- 1.15 The objective of the June and July 2010 consultation process was to achieve the following outputs:
- Outline development and design principles for NW Cambridge
  - Review masterplan development to date
  - Highlight the masterplan response to consultation
  - Identify issues for further development to be considered as part of the masterplan, where possible, prior to submission of the OPA
- 1.16 The workshop and public exhibitions held in June and July 2010 were feedback sessions to engage with stakeholders and the public and demonstrate how issues have been tested through the development of the masterplan.



## 2 Stakeholder Workshop

### Workshop overview

- 2.1 The intention of the Stakeholder masterplan 'refresh' Workshop was to allow interested parties to understand how the scheme had moved on from the previous consultation, and to review the key parameters for development. In addition, the aim was to discuss key principles and parameters of the Masterplan and inform participants of the masterplan process to date and the timetable going forward for submission of an outline planning application. The Stakeholder Workshop was held on the 29<sup>th</sup> June 2010.
- 2.2 The workshop began with introductory comments from Roger Taylor, project director for the North West Cambridge site representing the University, and from Charles Ledward, project principal on the AECOM consultancy team for masterplan development. This was followed by a presentation by Jonathan Rose of the AECOM consultancy team and two themed group workshop sessions.
- 2.3 The first breakout session focussed on theme groups, who discussed the masterplan response to key site issues. The first break out session concluded with the participants re-assembling to present the findings of the break out session and to discuss these with the wider group.
- 2.4 The second part of the day included focussing on various options for different areas within the site, and key issues including local centre, open space, creating neighbourhoods and streetscape, the Ridgeway and wider connectivity. The second break out session concluded with the participants re-assembling to present the findings of the break out session and to discuss these with the wider group.
- 2.5 The day concluded with the participants re-assembling to present the findings of the Workshop sessions and to discuss these with the wider group. Conclusions and next steps were then outlined by the consultant team. The Workshops were attended by approximately 65 stakeholders (see Appendix 5.3) including representatives from the three local authorities, from statutory bodies, stakeholder organisations and local residents associations.

### Introduction to the workshop sessions

- 2.6 The introduction to the workshop sessions provided a 'refresh' of the University objectives and role in North West Cambridge and explained the nature and reasons for the consultation process. The opening statement also informed participants of the progression of the masterplan and introduced the masterplanning team and supporting technical consultants. The University also highlighted its commitment to creating a successful, sustainable, mixed-use community. The University is committed to creating buildings and public spaces of high quality design and to preparing a high quality masterplan for North West Cambridge as part of a collaborative process.

## **AECOM Consultation Presentation –Masterplan Evolution**

2.7 The consultant team delivered a presentation on the following:

- Masterplanning purpose and goals
  - Masterplan evolution since 2005
  - Introduction to the Masterplanning team
  - Aims of the Workshops and programme for the events
- Project context, including the planning context of the site;
- Site context, including key landscape characteristics, such as Storey's Field which is akin to Parkers Piece, and the SSSI;
- Energy and Sustainability principles, including the identification of principles and parameters for development on the site;
- Transportation and access context, including the strategic transport proposals in the area and the proposed access and movement options within the site;
- Urban Framework, development content of the masterplan including the identification of possible land uses, such as the local centre, key worker and market housing, academic and research facilities and a hotel;
- Evolution of the masterplan, reflecting on feedback from the November workshops and how the masterplan has changed over the past 6 months; and
- The next stages of the project, towards the outline planning application.

## **First workshop session: Themed Discussions based on topic areas and site specific issues**

2.8 Following the consultant presentation the participants were divided into four smaller discussion groups to focus on the key issues for the site and the masterplan response. The groups were asked to identify the key issues and then summarise their results and feedback to all participants. Summaries of the outputs of each of the groups are provided below. The groups were asked to consider the following; contextual issues, site issues, opportunities, constraints and what key issues still need to be considered as part of the masterplan, prior to submission of the outline planning application. The sections below highlight key feedback from each of these groups.

2.9 Transport

- Site will need to be self- sustaining and viable
- Limited car parking only works if public transport is good
- Wider cycle and pedestrian routes required, focus outside of the site for cycle and pedestrian links as well as internal links.
- Public rights of way, bridleways and linkages are important and connections will be promoted wherever possible, ensuring that these routes and access ways are fit for purpose.
- Consideration of the impact of the development of NWC on the wider network (Huntingdon & Madingley Roads)
- Consideration of movement across key junctions (to/from West Cambridge, Girton, Storeys Way/Madingley Road).
- Importance of travel planning for overall site- car sharing, car clubs, electric cars, incentives to cycle; relation to phasing of the site in order to encourage sustainability from the outset to establish early travel patterns.
- Cycle links and appropriate cycle storage facilities will be provided, taking into consideration both the local authorities' cycle parking requirements.
- Importance of Links to South Cambridge and Science Park, and NIAB and the secondary school.

## 2.10 Landscape (including ecology)

- Importance of habitat connectivity and links to green corridors
- Impact of A14 upgrades, how this affects the scheme, will be considered where possible
- Flood risk assessment – intention that all water to be captured onsite – need to take into account different ground conditions (gravel versus clay); further soil investigation to be undertaken.
- Recreational requirements for the site (playing pitches, allotments) changing rooms required for sports and these should be located near the school.
- Careful consideration of Storey's Field given SSSI, topographical, ecological issues, although potential to interpret landscape
- More noise modelling required. Noise attenuation near M11 difficult due to level changes- spoil could create noise attenuation, possible combination of different options physical, planting, mounding, etc. Consideration of air quality issues.
- SUDs – Consider maintenance in the long term. Look at lessons learnt on existing SUDs for correct way to integrate SUDs into development alongside other uses i.e. cycleways etc.



## 2.11 Sustainability

- Queries regarding why Code for Sustainable Homes 6 could not be implemented earlier, response was that actually the onsite energy is the same for Code for Sustainable Homes Levels 5 and 6, it is the off-site contributions that vary.
- Importance of future proofing technology - Orientation of blocks- consider now issues around passive solar design, lighting requirements, requirements of commercial buildings.
- Critical mass opportunities, consideration alongside energy strategies for West Cambridge.
- Overall Energy Strategy: phasing - Energy Centre/CHP will be modular, adding to it over time
- CHP (assessment of a range of fuel sources, including biomass, refuse derived fuel and gasification)
- Energy from waste – some support, but there may be constraints on fuel sources that may mean this is not possible
- Importance of making the site exceptional and world-leading in terms of sustainability.
- Link sustainable elements on site to education in the primary school, use the energy centre to educate and challenge peoples habits/views
- Ground source heating – Queries over how efficient it would be in practice
- Sustainable transport – no drop off at the school, will encourage alternative ways of getting to school
- Innovate, adapt, look at monitoring.
- Got to be green. Trust technology.



## 2.12 Urban form (design quality)

- Landscape
  - A considerable proportion of the planning application area will be green space, and some space within the development footprint will be retained as open space.
  - Playing fields on NWC will specifically meet the needs of the new NWC residential community.
  - Issue with impact of school playing fields on Storey's Field, particularly if fenced off.
  - Potential acoustic benefit of landscape treatment of Western edge
- Movement through site/across site
  - Ridgeway, cycle and pedestrian route, will be attractive, tree-lined entryway to site.
  - Car parking- on plot, shared parking
  - Emphasis on different provision to West Cambridge (undercroft/ground)
  - Car clubs needed – evidence base required
  - Substantial pedestrian/cycle routes
- Character
  - Consideration of community facility provision, linked to provision in wider area, early delivery of facilities.
  - Accent developments would be of benefit - Importance of trying to capture a sense of Cambridge and uniquely Cambridge.
  - Phasing of development is key, community facilities will be built alongside residential
  - High design quality is very important – need to see it included in design codes
  - Avoid creating sterile halls of residence
  - Community facility – need to consider ownership/maintenance
  - Hotel – Public accessibility of facilities (gym/bar) Community should be able to access all facilities

2.13 As many of the key principles and parameters of the scheme had been detailed at the previous consultation, the key issues and opportunities mainly related to detailed information on community and recreational facilities. There are however, still concerns over traffic into and out of the development and how this will be tackled, how the landscape treatment will work in practice and the importance of the quality and density of the development.



2.14 Drawing from the outputs of the first breakout session, the issues raised were collated into four themed groups and participants chose which themed workshop they wanted to attend in the afternoon session. The focus for the facilitated group discussion was on 'major interests' in the site. The breakout groups were arranged to explore the following themes: Local Centre, Open Space (Storey's Field, Western Edge and other public spaces), Creating Neighbourhoods and Streetscape, Ridgeway and wider connectivity.

#### 2.15 Creating Neighbourhoods

- Storey's Field
  - Based on Newnham Croft and Accordia; emphasis on family housing
  - Most attendees happy with design, detached family housing on edges, gardens backing onto gardens, apartments onto open space
  - Potential to locate some community facilities, would help neighbours get to know each other better
  - Nursery – consider a small cafe/meeting place
  - Small play area – in one of the green fingers of development
- Local Centre
  - Much greater proportion of apartments, successful collegiate community, more key work workers, fewer families; different social experience.
  - Concerns about area becoming too much of a University campus/ghetto – do not let this occur.
  - Phasing – ensure community facilities are in place as housing goes in, to provide sustainable communities. University will be front-loading the provision of community facilities.
  - Desire for design to fit with surrounding area

#### 2.16 Local Centre

- Vision and main objective- to create a centre that will help to facilitate a socially cohesive quarter where town and gown will coexist together.
- Range of cultural/community uses- library, doctors' surgeries, shared spaces- possible shared use of faith services. Community facilities must be accessible to all. Management to avoid conflicts – timing/access/restrictive use
- Relationship of community building to school needs clarification
- Servicing for hotel and supermarket – conflicts with cycle route
- Consider indoor sports provision and evening/entertainment activities in flexible spaces
- Parking – should not be under control of supermarket





## 2.17 Open Space

- SSSI- no tree planting or hard pathways
  - Impact of sports pitches
- Ridge & furrow field
  - Protected landscape
- Location of school, sharing of playing fields, impact on open space
- Masterplan needs to recognise links to wider countryside
- Consider width of ecological corridors
- Design codes for routes, servicing and infrastructure
- Central Open Space (Storey's Field)
  - Query hotel location. Visitors not necessarily interested in open space
  - Community centre needs to be better integrated with market square and open spaces of Storey's field
  - Informal amenity space on plateau
  - Travellers Rest Pit: ecological, natural features
  - Links to school and local centre
  - Improving legibility and providing tranquil & quiet walking routes
  - Better links on Storey's field to east of Primary school

### Western Edge

- SUDS and Balancing ponds
- Large scale Ha-Ha
- Sound mitigation, use materials excavated on site to establish Ha-Ha (for pockets of calm)
- 2 sided landscape – looks different from M11 than from development
- Noise is a big consideration
- Noise barriers – to create tranquil and open space
- Linkages to countryside
- Wildlife sanctuaries (for water voles etc)
- Provision for children to play in ponds
- Consider allotment locations



## 2.18 Streetscape and Ridgeway

- Vision is people travelling actively and safely in a community that is largely self-contained for travel needs on network of footways and cycleways (that may be combined)
- Ridgeway: cycle and walking route
  - 20m wide, opportunities for something imaginative
- Streetscape
  - Consider restriction of vehicle speeds on straight routes.
  - Should cycle and bus routes be combined (many attendees thought not)
  - How to accommodate 10,000 cycles and 8,000 cars
  - Tree management – rootballs of trees
  - Haul road strategy – off Madingley road; consider layout within site to avoid conflicts with pedestrians and cyclists on site



### Key Issues to be considered as part of the masterplan, prior to submission of the OPA;

Key issues highlighted by stakeholders that will be incorporated into the masterplan proposals where possible are outlined below. Many of the key principles had been detailed at the previous consultation, and resolved, and therefore the key issues and opportunities discussed mainly related to detailed information on community and recreational facilities. There are however, still concerns over traffic into and out of the development and how this will be tackled, how the landscape treatment will work in practice and the importance of the quality and density of the development.

## 2.19 Key issues identified in the stakeholder workshop 'break out' sessions can be summarised as follows:

- **Urban form** Development of distinct neighbourhoods – nature of community provision in each; importance of design quality, exemplars, gateway into Cambridge, 'accent' buildings, design codes.
- **Transportation** high quality public transport, through routes, internal speed limits, cycleways, bridleway.
- **Community/Community Facilities:** Consideration of locations (within the local centre area) for hotel/community centre/supermarket, Links to NIAB, community facilities – address access/ ownership/ maintenance, sports & recreation strategies, encourage sustainable travel to the primary school.
- **Energy/Sustainability/Waste:** High standards (Code/BREEAM), CHP – (with consideration of a range of fuel types), links to school for educating purposes, future proof technology, consider integration with adjacent sites.
- **Landscape and Open Space:** Importance of ecological corridors, SUDs, links through Central Open Space, importance of Ridgeway, noise mitigation measures through landscape strategy.

### 3 Public Exhibitions

#### Summary of the Public Event

- 3.1 A public exhibition was held on both Tuesday 29th June 2010 and Saturday 3rd July 2010 to provide an opportunity for local residents and all interested parties to view the masterplan in parallel with the stakeholder workshop.
- 3.2 These exhibitions were designed to allow the public to view how the masterplan has responded to many of the points raised during the last round of consultation in November. It is important to note that since the November consultation many local groups are now represented on various forums, such as the University's Development Community Group which allows local people who have an interest to receive regular updates as the development progresses. The University's website [www.nwcambridge.co.uk](http://www.nwcambridge.co.uk) also provides regular updated information about the scheme. The exhibitions were therefore intended to provide information for any of those residents or interested parties who were not yet already involved or informed about the scheme.
- 3.3 On Tuesday 29<sup>th</sup> June the exhibition was held at Murray Edwards College, close to the North West Cambridge Site. The exhibition was open from 5pm through to 8pm. Approximately 30 people attended on the 29<sup>th</sup>. On Saturday 3<sup>rd</sup> July the exhibition was held at the University Centre in Mill Lane in the town centre and was open from 10am to 5pm. Approximately 40 people attended on the 3<sup>rd</sup> July.
- 3.4 On each of the exhibition days, feedback forms were available, so that those attending could comment on the masterplan. A series of general questions relating to the exhibition boards were posed. The questions were designed to encourage a broad spectrum of views. Thirteen feedback forms were received over the two exhibition sessions.
- 3.5 In addition to those people who attended the public exhibitions, many residents chose to access information via the website instead. During the main consultation period, from 28<sup>th</sup> June through to 15<sup>th</sup> July, the website received 480 extra visitors over and above normal visits during that period.



## Questions Asked

3.6 The questions asked on the feedback form were as follows:

Q1 - Are you broadly supportive of the masterplan as presented in the exhibition?

Q2 - What are your views on the transport plan, in particular, the aim of providing alternatives to using private cars?

Q3 - What are your views on the sustainable goals of the development?

Q4 - What are your views on the various open spaces provided?

Q5 - Is there anything you would particularly like to see included within the community facilities we are proposing?

Q6 - Do you think there is a good mix of different uses on the site?

Q7 - Do you have any specific issues that you would like us to consider?

## Overview of the 13 responses and issues raised (NB not all respondents answered all questions)

### 3.7 The Masterplan

#### **Are you broadly supportive of the masterplan as presented in the exhibition?**

The majority of respondents were broadly supportive of the masterplan – 8 of those who chose to respond to this question said they were in support. One had reservations concerning the loss of open space but said the plan 'is less bad than I feared'. 3 respondents chose not to answer this question. 2 respondents said they were not supportive of the current masterplan.

### 3.8 Transport

#### **What are your views on the transport plan, in particular, the aim of providing alternatives to using private cars?**

Of those who responded to this question 8 responded positively to the transport plan, with 3 using the words 'good idea' in relation to the alternatives proposed. Some issues raised included:

- Public transport needs to be more user-friendly particularly the explanation of different bus routes
- Need to minimise burden on existing infrastructure
- Concern about increasing congestion on Huntingdon Road
- The design is now becoming 'too anti-car'
- Concern that the good intentions will be maintained/carried through

4 respondents did not answer this question and 1 said that there was not enough detail in the plans regarding transport provision.

### 3.9 Sustainability

#### **What are your views on the sustainable goals of the development?**

Of those who chose to respond to this question, 6 gave a positive response, 5 gave no response and 2 gave negative comments.

Responses included: one respondent suggested that the scheme become a 'showcase for sustainability', another said that the sustainability proposals were 'just spin...to keep the chattering classes happy'.

### **3.10 Open Spaces**

#### **What are your views on the various open spaces provided?**

7 of those who responded gave a positive answer –whilst raising certain issues:

- Need for sporting facilities
- Concern that the smaller spaces may feel 'suburban and hemmed in'
- Important that water should be included in the open space

The other respondents were either ambivalent (5) or negative (1) towards the open space provision

### **3.11 Community Facilities**

#### **Is there anything you would particularly like to see included within the community facilities we are proposing?**

Respondents listed a number of community facilities that they would like to see. Several were keen to stress that the community facilities promised must actually be implemented. Desired facilities included:

- Sports pitches / tennis courts
- Pub serving food
- Library
- Health Centre which can also be used by local villages
- Cafes
- Places to socialise' without the need to go into the city centre'
- Small traders
- A mini-bus to run between university departments

### **3.12 Mix of Uses**

#### **Do you think there is a good mix of different uses on the site?**

Of those who responded to this question, 7 gave positive responses to the mix of uses proposed, 5 respondents were ambivalent and 1 gave a negative response. Issues raised included:

- Would the senior citizen accommodation be open to all members of the public or just former University staff
- Local housing should be mixed with student housing
- The more open space the better

### 3.13 Other Issues

#### **Do you have any specific issues that you would like us to consider?**

The final question is designed to allow respondents to raise any other issues that they had not mentioned. These included the following:

- Increase bus services to other parts of Cambridge and improve the quality of bus services
- Ensure there is plenty of provision for cyclists
- Query over flood lights at the recreation areas
- Can junction 12 on the M11 be changed to allow access/exit in both directions?
- Concern at Increase of traffic on A1303 at peak times
- Concern at Madingley Road access being too close to Park and Ride access
- Should be opportunities for self-builders not just developers

## 4 Conclusions and Next Steps

- 4.1 This report provides an overview of the consultation process that took place in June and early July 2010, conducted by the consultant team on behalf of the University of Cambridge.
- 4.2 This further stage of consultation with stakeholders and the public has given stakeholders and the wider community an opportunity to contribute to the further development of the masterplan. The aim of this consultation was to achieve the following:
- Review a preferred option which will form part of the outline planning application;
  - 'Refresh' the principles and parameters of the Masterplan;
  - Identify any outstanding concerns
- 4.3 This report has summarised the above, the outcomes of the stakeholder workshop and public exhibitions held by the University of Cambridge, in order to inform the proposals for the North West Cambridge site. Based on the feedback from the workshops and public exhibition, the consultant team will continue to work with the University to test and refine the masterplan and its components. The next steps for the scheme are as follows:
- Ongoing engagement
    - Technical working groups with Cambridgeshire County Council /Cambridge City Council/South Cambridgeshire (with others feeding in)
    - University engagement through the Summer/Autumn/Winter
  - Masterplan development
    - Distilling messages from consultation to respond to feedback from stakeholders and the wider public within the masterplan proposals, where possible.
  - Maintaining a dialogue
    - Regular updates via the North West Cambridge Website and newsletters
    - Statutory consultation as part of the outline planning application in early 2011
  - Outline Planning Application
    - Refine application 'parameters' that will form the basis of the application
    - Test impacts of the scheme, alongside cumulative impact of other nearby developments
    - Submit Outline Planning Application (early 2011)

## 5 Appendices

- 5.1 Stakeholder Invitees (by organisation)
- 5.2 Stakeholder Workshop participants from client team
- 5.3 Stakeholder Workshop participants
- 5.4 Stakeholder Workshop notes
- 5.5 Public feedback comments

## Appendix 5.1: Stakeholder Invitees (by organisation)

ALFRED FRENCH & SONS	CAMBRIDGE & SOUTH CAMBRIDGESHIRE PRIMARY CARE TRUST
ANGLIAN WATER	
BAR HILL PARISH COUNCIL	CAMBRIDGE TRANSPORT FORUM
BAR HILL RESIDENTS ASSOCIATION	CAMBRIDGE UNIVERSITY HOSPITALS NHS FOUNDATION TRUST
BAR HILL CHURCH	
BULSTRODE GARDENS RESIDENTS ASSOCIATION	CAMBRIDGE WATER COMPANY
BARTON CLOSE RESIDENTS ASSOCIATION	CAMBRIDGESHIRE WILDLIFE TRUST
BISHOP OF ELY	CAMPAIGN TO PROTECT RURAL ENGLAND, Cambridgeshire Branch
BISHOP OF EAST ANGLIA	CASTLE COMMUNITY ACTION GROUP
BISHOP OF HUNTINGDON	CHURHILL COLLEGE
BURSARS COMMITTEE	CHURCH OF THE GOOD SHEPHERD
CABE	CLERK MAXWELL ROAD RESIDENTS ASSOCIATION
CAMBRIDGE BADGER GROUP	COLLEGES COMMITTEE
CAMBRIDGE BA T GROUP	COTON PARISH COUNCIL
CAMBRIDGE CITY COUNCIL	COUNTRYSIDE AGENCY
CAMBRIDGESHIRE COUNTY COUNCIL	CREW
CAMBRIDGESHIRE CONSTABULARY	CRONC
CAMBRIDGESHIRE CHAMBER OF COMMERCE	DOWNING COLLEGE
CAMBRIDGE CYCLING CAMPAIGN	EAST OF ENGLAND DEVELOPMENT AGENCY (EEDA)
CAMBRIDGE FEDERATION OF WOMENS INSTITUTES	EAST OF ENGLAND NHS
CAMBRIDGE FRIENDS OF THE EARTH	EDF ENERGY NETWORKS
CAMBRIDGE FUTURES	ENGLISH HERITAGE
CAMBRIDGE GREEN BELT PROJECT	ENGLISH NATURE
CAMBRIDGE GREENPEACE GROUP	ENVIRONMENT AGENCY
CAMBRIDGESHIRE HORIZONS	FITZWILLIAM COLLEGE
CAMBRIDGE MOBILE COMMUNICATIONS	FOXTON PARISH COUNCIL
CAMBRIDGE PRESERVATION SOCIETY	GIRTON COLLEGE



GIRTON PARISH COUNCIL	RSPB
GIRTON PLANNING ACTION GROUP	RAMBLERS ASSOCIATION
GO-EAST	SENIOR TUTOR'S COMMITTEE
GOUGH WAY RESIDENTS ASSOCIATION	SHAPE EAST
HASLINGFIELD PARISH COUNCIL	SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL
HIGHWAYS AGENCY	SPORT ENGLAND (EAST REGION)
HISTON PARISH COUNCIL	STAGECOACH CAMBRIDGESHIRE
HUNTINGDON ROAD RESIDENTS ASSOCIATION (HURRA)	STOREYS WAY RESIDENTS ASSOCIATION
IMPINGTON PARISH COUNCIL	SUSTRANS
INSTITUTE OF ASTRONOMY	SWAVESEY PARISH COUNCIL
MADINGLEY PARISH COUNCIL	TAVISTOCK ROAD AND STRATFIELD CLOSE RESIDENTS ASSOCIATION
MILLINGTON ROAD AND MILLINGTON LANE RESIDENTS ASSOCIATION	THE 19-ACRE FIELD RESIDENTS ASSOCIATION
NATURAL ENGLAND	THE TRAVELLERS REST PUBLIC HOUSE
NEW PINEHURST RESIDENTS ASSOCIATION	TRAFFIC INTERNATIONAL
NHS CAMBRIDGESHIRE	TRANSPORT 2000
NORTH NEWNHAM RESIDENTS ASSOCIATION	WEST CAMBRIDGE PRESERVATION SOCIETY
OLD PINEHURST RESIDENTS ASSOCIATION	WINDSOR ROAD RESIDENTS ASSOCIATION
ORCHARD PARK COMMUNITY COUNCIL	
ORCHARD ROAD RESIDENTS ASSOCIATION	

## Appendix 5.2: Stakeholder workshop participants from the client team

The following members of the client team attended the Workshop:

### CLIENT

#### **University of Cambridge**

Roger Taylor, Project Director  
Paul Milliner, Planning Officer

### WORKSHOP FACILITATOR:

#### **AECOM Design + Planning**

### CONSULTANT TEAM

#### **AECOM Design + Planning**

Charlie Ledward  
Heather Topel  
Jonathan Rose  
Helen Inman  
Kyle Morrison  
Hardik Pandit  
Tom Smith  
Ailsa Gunson

#### **Maccreeanor Lavington**

Richard Lavington  
Anna Tenow  
Douglas Adhern

#### **Wilkinson Ayre**

Ayman El Hibri

#### **AECOM Sustainable Development Group**

Sam Archer  
Andrew Turton

#### **Turner and Townsend**

Adrian Howell

#### **Peter Brett Associates**

John Hopkins

#### **Communications Management**

Paul Barnes  
Owen Morris  
Stephanie Winteringham  
Sarah Peasley

## Appendix 5.3: Stakeholder Workshop Participants

The assistance and keen participation shown by all stakeholders and public exhibition attendees during the course of the event is gratefully acknowledged.

### Attendance list for Tuesday 29<sup>th</sup> June 2010 workshop

Name	Organisation
Bob Dawson	19 Acre Field Residents Association
Lawrence Greene	19 Acre Field Residents Association
Tony Brochie	Castle Community Action Group
Mervyn West	Windsor Road Residents Association
John Ash	Girton Parish Council
Norman Lightfoot	Tavistock Road and Stratfield Close Residents Association
Kate Paterson	CRONC
Chris Peckett	Cambridge City Council
Eleanor Simpson	Cambridge City Council
Glen Richardson	Cambridge City Council
Liz Bisset	Cambridge City Council
Mark Parsons	Cambridge City Council
Cllr John Hipkin	Cambridge City Council
David Bradford	Cambridge City Council
Cllr Douglas de Lacey	South Cambridgeshire District Council
Cllr Roger Hall	South Cambridgeshire District Council
Cllr Mike Mason	South Cambridgeshire District Council
Jo Mills	South Cambridgeshire District Council
Trevor Faulkner	South Cambridgeshire District Council
Chris Heaton	South Cambridgeshire District Council
Elly McKee	Cambridgeshire Constabulary
Ted Hawkins	Cambridgeshire Constabulary
Patrick Joyce	Cambridgeshire County Council
Peter Duthie	Cambridgeshire County Council
Rob Lewis	Cambridgeshire County Council
Gary Hughes	Cambridgeshire County Council
Jon Finney	Cambridgeshire County Council
Stuart Clarke	Cambridgeshire County Council
Kathy Baldwin	Cambridgeshire County Council
Gerry Corrance	Cambridgeshire County Council
Susan Cook	Cambridgeshire County Council
Cllr Lucy Nethsingha	Cambridgeshire County Council
Cllr Belinda Brooks-Gordon	Cambridgeshire County Council

Phillip Clark	Cambridgeshire County Council
Sandy Shatlock	Cambridgeshire County Council
Aaron Blowers	Cambridgeshire County Council
Ian Burns	NHS Cambridgeshire
Ian Dyer	Cambridgeshire Highways
Edward Byam-Cook	Madingley Parish Council
Geoff Bruce	Cambridgeshire Horizons
Carolin Gohler	Cambridge PFF
David Taylor	Cambridge PFF
Prof. Peter Lanshoff	Cambridge PFF
Bridget Hodge	Cambridge PFF
Susan Jourdain	Cambs Campaign for Better Transport
Sian Williams	Cambridgeshire Wildlife trust
Peter Hayler	University of Cambridge Chaplain
Reverend Dr Tony Barker	East of England Faiths Council
Revd Tim MacQuiban	Methodist Church
Derek Nicholls	Methodist Church
James Ford	EDF Energy Networks
Karen Wardle	A French and Sons
Stacey Brereton	Anglian Water Services
Dearbhla Lawson	Go East
David Grech	English Heritage East of England
Janet Nuttall	Natural England
Adam Ireland	Environment Agency
Dale Greetham	Sport England
Rohan Wilson	Sustrans
Martin Garratt	Greater Cambridge Partnership
Roger Cutting	Cambridgeshire University Hospitals

## Appendix 5.4: Stakeholder Workshop notes

29<sup>th</sup> June 2010

### Breakout Groups (morning):

- **Landscape**
  - Impact of A14 upgrades
  - Countryside/Rights of Way network
  - Cycle/links to countryside/nearby villages
  - Drainage- how water affects catchment area for Wash Pit Brook→ not just volume, also flow
  - Water use within site- consider flow of water across site (to balancing ponds, allotments)
  - Flood Risk Assessment→ intention that all water to be captured onsite, take into account different ground conditions (gravel versus clay); further soil investigation to be undertaken
  - Sports provision: need changing rooms nearby
  - Provision near school- how to link changing provision (safety, access, etc)
  - Difficult to provide changing facilities for smaller areas of sports provision
  - Formal sports provision should be public, not collegiate. Not designed in a way that makes people think they can't use them
  - Drainage: veteran tree, how impacted? Surrounding green space needed.
  - Linkage of drainage with SUDs standards
  - Maintenance of SUDs in longer term
  - SUDs corridors seem narrow alongside other uses (cycleways, etc)→ look at lessons learnt from elsewhere
  - Western Edge has higher 'ornate' value. Closer to M11 more naturalistic
  - Noise: difficult to attenuate due to topography & gas mains
  - AAP does not include noise barrier
  - Eastern part of Western Edge is a bit quieter- is that acceptable, does it deliver high quality green space provision?
  - Excavations from site construction will be used to create some of the noise barriers and will be phased alongside housing.
  - More noise modelling required to achieve quality recreation environment
  - Ridge and Furrow- not accessible green space, but tended as smaller farm/animals, borrowed landscape
  - Buffer zone around P&R, how to connect with overall site
  - Foul water- where pumped to, how would it work? Can it be used within the site?
  - Split rain water & sewerage piping advisable
  - Integrate with strategic study of flooding in Cambridge
  - Geological SSSI- no ground disturbance possible, but potential to interpret in landscape
  - Is pond at base of SSSI feasible? Could the amphitheatre be reintroduced?
  - Desire lines through green space needed, not over formal sports areas
  - Viewing point opportunity? Use land form?
  - Habitat connectivity & links of green corridors (street trees, but need more)
- **Urban Form**
  - Landscape
    - Substantial proportion of the planning application area will be green space; and some space within development site is retained as Green Belt
    - How will college use of green space change existing college sports provision in Cambridge?
    - Playing fields on NWC specifically to meet the needs of the new NWC residential community
    - Floodlit pitches to be in field west of Park and Ride
    - Potential acoustic benefit of landscape treatment of Western Edge
    - Impact of school playing fields on Storey's Field, particularly if fenced off
  - Movement through site/across site
    - A14- impacts on NWC and on NIAB
    - Car parking- on plot, shared parking
    - Emphasis on different provision to West Cambridge (undercroft/ground)
    - Car clubs- but need some proof

- Making development cycle friendly, residents need easy access to bikes rather than hiding them away and making them difficult to get to Ridgeway w/ fingers of access to get over roads, 2 additional crossing points of Huntingdon Road (but need to consider impacts on vehicle movement on Huntingdon Road, particularly in peak periods)
  - Substantial pedestrian & cycle routes (not pinched)
- Character
  - 'Accent' developments would be to benefit of site/Cambridge
  - Energy centre- what does that mean? Size, type of energy, what will it be?
  - Development of 3 neighbourhoods, nature of facility provision in each of the neighbourhoods (incl. nursery provision at hub of neighbourhoods)
  - Phasing of development is key, including primary school (3FE→ as development is built out, consider nature of provision)
  - Impact of size of supermarket- in terms of traffic impacts, impacts on other commercial opportunities on NWC also need to be considered
  - High design quality, but need to see what is included in design codes and what is required of developers
  - Interest in retaining 'small' number of developers to maintain vested interest in longer term
  - Look elsewhere in Cambridge for links between residential and academic clusters
  - Potential for post-doctoral college?
  - Avoid creating sterile halls of residence
  - 850sq.m. Community Facility- need to consider ownership, maintenance/management, access, partnership (incl. faith groups)
- Level of commitment from University in terms of quality is crucial, need to see how it plays out
- **Transport**
  - NWC is integral part of city of Cambridge
  - Site will be self-sustaining and viable
  - Cycle path/link to NIAB (and secondary school)
  - University key workers will work on all University sites (but potentially mainly NWC and West Cambridge?)
  - Limited car parking only works if public transport is good
  - Opportunity to create exemplar site
  - Supermarket will assist in local shopping, limiting trips to other supermarkets in Cambridge
  - Cycle & public transport link between NIAB, NWC, West Cambridge, Chesterton Sidings?
  - Wide cycle routes
  - Cycle links to Madingley & Girton
  - Safe pedestrian and cycle routes to schools
  - Consider underground/undercroft car parking
  - Electric vehicles/car clubs/car sharing should be promoted
  - Links to South Cambridge & Science Park
  - Some routes in site restrict emergency service access
  - A14 might result in changes to site
  - Cumulative impact of noise/noise attenuation where A14 goes past Girton is not a model to follow
  - Too few car parking leads to parking outside of site (ie near West Cambridge and Addenbrookes)
- **Energy & Sustainability**
  - Code levels- why not Code 6 from the outset? Difference between 5 & 6 is minimal. Need Level 6 from 2016. Onsite energy is the same with off-site contributions
  - Future proof technology
  - District heating (what about cooling?)
  - CHP: modular approach, adding to it over time
  - Energy from waste- supporters, but constraints on fuel sources- don't want to build a facility around one energy source that don't have ability to deliver (and potential circuitous routes)
  - Waste from site- what about underground storage? Transport impacts?
  - EEDA "plugged in places"
  - Energy storage- respond to behavioural demands
  - Link to school- use energy centre to educate, challenge people's habits/views
  - Trading energy- is that a marketable product? Who is the intended audience?

- Government ideas: smart meters, restricted hours on fridge/freezers- impact on house prices?
- What is the vision? Standing out in the future
- Innovate, adapt, look at monitoring
- Ground source heating- how efficient?
- Use kids to get buy-in, educate their parents
- Mix the community
- Community facility should be flexible, wide variety of uses
- Activities and events, how to make it work?
- Gateway into Cambridge
- Green can be distinctive
- Sense of Cambridge: green, cycle, not always defined by buildings
- Western Edge could become a wasted area- how to get people into that space? Activate the area
- Co-housing could help mixing
- Homes for life
- Transport- if no drop off area at the primary school, will encourage alternative ways of getting to school
- Dedicated public transport/cycle priority routes
- Local centre- use it for local trips as well
- Key vision: beyond good practice. Link in storing energy
- Got to be green. Trust technology.

29<sup>th</sup> June 2010

## Breakout Groups (afternoon)

### Creating Neighbourhoods

- Storey's Field
  - Based on Newnham Croft & Accordia; emphasis on family housing
  - Most reasonably happy with design, detached family housing on edges, gardens backing onto gardens; apartments onto open space
  - If possible to have community facilities in the area, would help to make community function better, for neighbours to get to know each other better
  - Nursery- potential for meeting place/coffee shop?
  - Small play area (in green finger)
- Local Centre
  - Much greater proportion of apartments; successful collegiate community- more key workers, fewer families; different social experience
  - Facilities in easy reach
  - Concerns about area becoming too much of a University campus/ghetto→ need to integrate with the rest of the community
  - Phasing: ensure that community facilities are in place as the housing goes in (don't want lots of people in the housing before facilities are being built); University front-loading
  - How to prevent buy to let investments for market housing?
  - Desire for design to fit in with surrounding area

### Local Centre

- Vision & Main Objective: to create a centre that will help to facilitate a socially cohesive quarter where town and gown will coexist together
- Community building must be accessible to all; management must be undertaken so conflicts avoided on timing/access/restrictive use
- Hotel with public face on all 4 sides; relationship to Storey's Field may be an issue if privacy desired
- Relationship of community building to school to be clarified
- Community facility- if to be used by faith groups, to be engaged at early stage due to potential for specific requirements
- Parking: should not be under control of supermarket
- Servicing for hotel & supermarket- conflicts with cycle route?
- Emergency access to PCT to be addressed
- Community building should have community trust to ensure buy-in
- Use S106 contributions for cross-subsidy of facilities at early stage?
- Need for entertainment facilities?
- Where is indoor sports provision and how much?
- Are there other facilities that may be lacking?
- What provision might be in secondary centres?
- Look at lessons from West Cambridge provision of facilities
- Need for large and small buildings for nursery and pre-school provision with playspace
- Need to use one building for pre-school and out of school club provision, also breakfast clubs
- Large company ownership of nursery provision but pre-school are small voluntary committee lead provision by the community.

### Streetscape & Ridgeway

- Vision: People travelling actively and safely in a community that is largely self-contained for travel needs on network of footways and cycleways (that may be combined)
- Ridgeway: cycle and walking route
  - 20m wide, opportunities for something imaginative
- Streetscape
  - How to keep vehicle speeds below 20mph on straight routes?
  - Should cycle and bus routes be combined? No...
  - How to accommodate 10,000 cycles versus 8,000 cars?



- Bins on streetscape- potential for communal bins
- Tree Management- rootballs of trees
- Haul road strategy: off Madingley Road; consider layout within site to avoid conflicts with pedestrians and cyclists within site

### Open Spaces

- Who adopts routes?
- Will green corridors be wide enough?
- How to control speed on commuter routes through green spaces
- Design code for routes, servicing and infrastructure
- Storey's Field
  - Why is hotel there? Visitors not necessarily interested in open space, not direct overlooking/surveillance→ only one stretch of housing with overlooking
- Community centre: better integrated with open spaces of Storey's Field and market square
- Consider ownership
- Community input into market square (nr supermarket)
- SSSI: paths should not damage it
- Distinctiveness & character of open spaces, clear differences between Storey's Field and 'Washpit Green' (Western Edge)
- Links with wider countryside- masterplan needs to recognise opportunities
- Allotments: why next to M11 and not in 'Girton Gap'? Relationship between pitches vs allotments on edge
- Uses of green spaces: anticipate lots of young people as University Quarter
  - Learn from current green space users in Cambridge
- Better green link on Storey's Field to east of Primary School
- Circular routes through green space in Western Edge
- Washpit Green
  - Noise is big consideration
  - Look at noise barriers to create tranquil and open space
  - Linkage with countryside
- Green Infrastructure Strategy (CH collecting database of info to inform LPA strategies)
- Will green spaces be busy given site population
- Wildlife sanctuaries (water voles)
- Fitness trail through Western Edge
- Provision for children
- Sports hall/community centre/hotel use by community?
- Community hall: size and use of smaller rooms

### 'Post It' notes

- Need to ensure joined up green travel plans for NWC and NIAB, to encourage better use of sustainable transport Wheelie bins are more environmentally friendly than underground passages/flows for waste disposal
- All cycle and footpaths need low level solar powered lighting. Not street lights.
- Cycle parking area lights should not cause light pollution on to residential!
- If this is to be an exemplar, in the heart of Cambridge, you need to change mindset and drive down car parking in the design. Build in alternatives such as car clubs, car share, electric plug in points for electric cars.
- School site should incorporate space for a pond and space for growing veg – sustainability on site
- Early discussion on providing 5m adequate cycle and pedestrian routes over green space
- Early details of residential and on street cycle parking including a central cycle park like grand arcade
- Ensure that cycling routes are continuous. This means direct links to adjacent developments e.g. NIAB. Doglegs and offset crossings of Huntingdon road are not acceptable.
- Need to identify equestrian use of bridleways, not just pedestrian and cycle route.
- Need to identify 'Rights of Way' as planning constraints
- How will signals at Huntingdon road accommodate Pegasus crossing? What is effect on traffic modelling?
- Many features encourage reduction of crossings over Huntingdon road:
- Interruption of 30mph main traffic
- Noise (noise and safety)

- Need for large and small buildings for nursery and pre-school provision with playspace
- Need to use one building for pre-school and out of school club provision, also breakfast clubs
- Large company ownership of nursery provision but pre-school are small voluntary committee lead provision by the community.
- Security on walk from bus stop
- Owing to distances it would be better not to control parking very strictly but to remove car parking from the city centre sites
- Not appropriate to have community sport or sports pavilion on primary school sites
- Concerns were raised by the residents of Windsor Road Residents Association (WIRE) on the following;
  - (i) the bus service along Huntingdon Road for use by residents living between Huntingdon and Histon Roads;
  - (ii) access for pedestrians, cyclists and cars between the NW Cambridge Development and the NIAB and NIAB extra developments;
  - (iii) facilities for the two sites, whether shared or duplicated (e.g. educational facilities for all ages including adult education, health services, libraries, meeting rooms for all age-groups, sports and other leisure facilities for all age groups, pre-school children, school-age children, teenagers, adults and the retired).

## Appendix 5.5: Public exhibition feedback

### Q1 - Are you broadly supportive of the masterplan as presented in the exhibition?

Yes

No - I would need a much more in-depth explanation/justification in order to be convinced.

Yes

Yes

Yes

Yes

Yes

I wish it were not happening since I value the open space, but since it has to happen, the plan is less bad than I feared.

Yes

Not really.

### Q2 - What are your views on the transport plan, in particular, the aim of providing alternatives to using private cars?

This is a good idea. Too much car usage could have a negative impact on the traffic on the A14 and local roads also.

The encouragement of alternatives is to be welcomed - one of the biggest encouragements could be increased congestion, however.

Not enough detail.

Good

Public transport needs to be much more user friendly. Just discovered uni4 service becomes city4 on Saturdays - and the two alternate round uni sites during week - not explained by bus co.

Important to ensure minimum extra burden on existing infrastructure.

Alternatives to private cars are essential but I am still seriously concerned about increasing the existing congestion on Huntingdon Road.

Why does everyone hate cars (except their own)? The design is becoming too anti-car.

Nice idea. But don't know how you will be able to maintain it.

### Q3 - What are your views on the sustainable goals of the development?

Yes

Would not sustainability have been better served without the development? Was this analysis carried out?

Good

Sound good - no knowledge

Again, important to achieve. Esp for water use.

Please make this a showpiece of sustainability. That would be some compensation for the loss of the space.

Just spin (but necessary spin to keep the chattering classes happy).

As above.

### Q4 - What are your views on the various open spaces provided?

Well provided with local open spaces. Important not to compromise on open space. Need for sporting facilities.

It's good that they are there, but I expect they will feel suburban and hemmed in.

Good

Good. It is close to Coton countryside reserve - are you talking to Cambridge PPF?

Sensible balance.

Good. The more the better, especially water, which always enhances green space.

Looks ok.

It is an open space at the moment, why alter that?

### Q5 - Is there anything you would particularly like to see included within the community facilities we are proposing?

Some kind of sports pitches, tennis courts. Possible football pitch.

No.

No, this is fine.

A pub (which also provides meals)

Will the health centre cater for local villages also - will be closer for Coton say than Comberton & Cambridge

Perhaps a library for non university residents and visitors

Cafes, places for people to socialise without having to go into the city centre.

I'm not going to live there so have no opinion. I just want all the buildings to be high quality.

It would be less of an impact on the roads if the university were to supply a mini bus that circulated between departments.  
More choice for small trading.

**Q6 - Do you think there is a good mix of different uses on the site?**

Generally happy with this aspect. Would like to see local housing mixed more with graduate student housing. A local pub and cafes needed.  
Looks very good.

Yes

Yes. Will senior citizens accommodation be for public, or only retired univ. Personnel?

Yes

The more open space, the better (think what we're losing!)

Yes.

No.

**Q7 - Do you have any specific issues that you would like us to consider?**

Reduce the car usage and increase cycling and much improve local bus services to other parts of Cambridge - subsidised wherever possible to reduce the need for car usage.

The future - can't the university maintain it's position without building?

Cambridge Cycling Campaign

1. Definition 'quality bus service'.

2. Flood lights for recreation area xxx car parking for evening

Can junction 12 on the M11 be changed to allow access/exit in both directions?

Heavy traffic at peak times particularly on A1303. Will this increase? Could you contribute to traffic lights at Coton Turn crossroads? It is difficult to turn right from Coton or Madingley. Madingley Rd entrance to site is very close to park & ride. T lights would need to be coordinated or could both entrances be from one roundabout?

I am very concerned about the larger amount of traffic passing up and down Huntingdon Road, which is already jammed on occasions.

Self-build should be allowed. Instead of handing off all the detached house plots to builders, auction them off to individuals.

Concerned at loss of university ownership.

## **Appendix 5: Cambridgeshire Horizons Design Review Panel Letter**

**Registered offices:**

Cambridgeshire Horizons Ltd  
Endurance House, Vision Park,  
Histon, Cambridge CB4 9ZR

Tel: 01223 714040  
Fax: 01223 714041  
Web: [www.cambridgeshirehorizons.co.uk](http://www.cambridgeshirehorizons.co.uk)



Peter Studdert  
Director of Joint Planning (Growth Areas)  
South Cambridgeshire District Council  
South Cambridgeshire Hall  
Cambourne Business Park  
Cambourne, Cambridge  
CB23 6EA

Dear Peter

7th July 2010

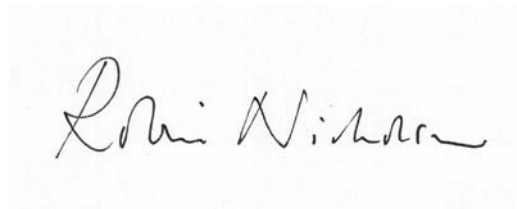
**Cambridgeshire Quality Panel Report**

I am pleased to enclose a copy of the Cambridgeshire Quality Panel report for the University North West Site.

I and the Panel would like to thank you for attending the meeting and hope that you found the process useful.

We hope to work with you again in the future,

Best wishes



**Robin Nicholson**  
Chair  
Cambridgeshire Quality Panel

Cc Roger Taylor - University of Cambridge



## CAMBRIDGESHIRE QUALITY PANEL

### REPORT OF PANEL MEETING

#### **Scheme: North West University Site**

**Date:** 25<sup>th</sup> June 2010

**Venue:** Gonville and Caius College, Trinity Street, Cambridge, CB2 1TA

**Time:** start 1pm

#### **Quality Panel Members**

Robin Nicholson (chair)  
David Birkbeck  
Lynne Sullivan  
Meredith Bowles  
Oliver Smith  
Canda Smith  
Simon Carne  
Steve Platt

#### **Panel secretariat and support**

Esther Cooke  
John Williamson

#### **Developers and representatives**

Jonathan Rose –AECOM  
Bill Hanway – AECOM  
Jonathan Nicholls –The University of Cambridge  
Richard Lavington – Maccleanor Lavington  
Keith Brownlie – Wilkinson Ayre  
Dickon Robinson –Design Advisor

#### **Local Authority Attendees**

Peter Studdert - Director of Joint Planning (Growth Areas)  
Glen Richardson - Head of the Joint Urban Design Team  
Gerry Corrance - Transport Assessment Manager

#### **Observers**

Daniel Clarke – Cambridgeshire Horizons  
Frances Thompson – Cambridgeshire Horizons

## 2. Scheme description and developers presentation

Lead Consultant	AECOM
Submitted by	University of Cambridge
Planning status	No planning consent

### Overview

The North West Cambridge site is located to the north west of Cambridge City and straddles land within the administrative areas of both South Cambridgeshire District Council and Cambridge City Council. The site sits at a strategic gateway location between key approaches into Cambridge City, Huntingdon Road and Maddingley Road. The site is screened by existing development and does not have significant frontage, aside from the M11 which defines the western boundary of the site. The historic core of Cambridge is between 1.5 – 2 km from the site and within easy reach on both foot and bicycle. To the north of the site, approximately 4 kms from the city and the other side of Huntingdon Road is Girton, a village of 4,500 people. Adjacent sites which impact on the development of North West Cambridge include NIAB, NIAB 'Extra', and West Cambridge.

The development proposals are aligned with the requirements of the North West Cambridge Area Action Plan and include:

- At least 3,000 new homes (of which 50% will provide affordable rented accommodation for University and college staff), this includes family housing, detached houses, as well as semi-detached and terraced houses and apartments;
- 100,000 sq.m. of academic and commercial research space, providing further research facilities for the University, along with specialist employment premises and local job opportunities.
- Accommodation for 2,000 University students;
- A local centre including a supermarket and unit shops, a new primary school, a nursery, public health care, police touchdown facilities and community facilities (two additional nurseries will be provided in other locations across the site);
- Sustainable Urban Drainage systems to manage flood risk, encourage wildlife and to provide an attractive landscaped environment; and
- New green spaces and improved access to the countryside.

### 3. Local planning authority's views

- The authority is pleased with the progress and the team to date.
- Density on the site is a concern and there is a desire to maintain the limit of 3000 homes.
- The 'Ridgeway' is seen as an excellent idea but the low car movement policy will need to be evidenced in practice.
- The transport assessment is still in the early stages so the authority is interested to see the outcome of this work.
- Issues with the size of the supermarket are still to be resolved however a report of this work will be completed later in July and it is hoped that this will identify the effects of car parking and car movement on site, as well as evidence the need for a larger supermarket.



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- The hotel is not compliant with the Area Action Plan but it is agreed that this could enhance the viability of the development in the initial stages.
- There is some concern over the plans for the North end of the site and its current layout particularly around air quality, noise and the proximity to the Combined Heat and Power facility.
- The authority is keen to understand the practicalities of housing agreements for Post Doctorate tenants and the implications this has for the local authority housing service.
- The interim conditions of each development stage and what facilities will be available to new communities as the site is developing must be considered.
- Key worker housing for academic staff could have implications for the community integration and the authority is keen to encourage careful consideration of layout and densities.

## 4. Cambridgeshire Quality Panel views

### Introduction

The Panel recognises the challenges associated with discussing and commenting on a scheme of this size within the allotted time but is impressed with the way the scheme is developing and the scale and depth of research behind the current plans. It was therefore agreed that this would be the beginning of a series of 'critical friend' meetings and in future individual topics could be focused on. The Panel discussed the scheme under the headings of the Cambridgeshire Quality Charter's 4 Cs.

### Connectivity

The integration of the new development and the city centre was welcomed and commended. The 'Ridgeway' appears to be an excellent idea but it must be attractive for use in its own right to be a success.

The radial route, with some slight changes to the layout, offers a good opportunity to cross and incorporate public transport, walking and cycling routes. The development of an additional market square towards the north end of the scheme, where the transport paths cross, would create an interchange reducing the potential 'rat run' effect, as well as develop the character of the space and security of the cycle paths.

The inclusion of allotments are commended, although the Panel suggested integrating them throughout the site, particularly along the cycle route to improve accessibility for existing residents as well as community interaction and linking ecological corridors to the public green spaces.

The Panel felt that the Park and Ride site should be embraced and positively exploited and that this area should be seen as a strong link to existing communities and improve the connectivity of the site, particularly the Observatory.

### Character

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The aspiration to make the development a world class location to live is fully endorsed and the Panel is most interested in the concept of a 'Thinking Space' and how this will be translated in the next phase of design and development. It is clear that the intrinsic nature of the site will allow particular character to emerge; however the proposed scale, height and ambition of the buildings need to be worked up. The Panel does not expect a full pallet of material choices but would like to understand the 'story' behind the current character preference.

The Panel is keen to see a detailed plan to ensure that the potential for zoning does not result in places that do not function as a whole or are too inward looking. There was some significant unease regarding the desire to reproduce the style of Tennis Court Road architecture within the development. These buildings are large and have a lack of frontage which would only compound the feeling of exclusion, with a detrimental effect on the non academic community.

The Panel would specifically encourage a more creative discussion around the integration of the local centre/s, housing and University buildings particularly in the North section of the development.

The Panel would encourage the strengthening of the landscaping skeleton right across the site to to create a contiguous green infrastructure and develop the strong green character underpinning the whole development.

The Panel questioned the continuous edge to the motorway and wondered whether there could not be more substantial green fingers.

The Panel advises the use of a variety of architects to create diversity and variety in design as, for example, at Accordia.

### Climate

The Panel welcomed the consideration of demand and supply requirements, but proposals for both CHP and PV on significant scales need to be considered carefully in terms of the overall value and viability. The Panel would encourage a clear focus on reducing energy demand and optimising a passive site-wide energy strategy to ensure practical adaptation opportunities for the site in the future.

The Panel was pleased that on-site water management has been considered but would like to see a developed approach identifying the logistical application of these plans. What is the research behind it, what examples are there of this approach working and what is the strategy for the future?

### Community

The Panel encourages the development of opportunities to foster interaction between existing and new communities as early on in

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the scheme as possible. Lessons from existing developments expressly show that breaking down physical and psychological barriers between sites is imperative if positive community relations are to be established.

It is clear that there will be considerable financial input required for community facilities and the University need to accept this and prepare in advance for these demands so that a practicable structure exists for each stage of the development; for example temporary shared use of buildings and services in the early stages.

Initiatives to encourage people from the existing communities into the site in the very early stages will be fundamental to the success of the development as an integrated community. This requires some imaginative social solutions, for example diversification of the Park and Ride site as a social meeting space.

The Panel advises that the separate parking area should be reviewed, particularly as during the early stages of the development when there will be limited number of residents on site, and opportunities to use the Park and Ride as an alternative should be explored.

The school needs to be positioned centrally to make the most of the opportunity for community use however its current location appears to create a barrier between east and west movement and the Panel recommends identifying a different site to improve accessibility, movement and business opportunity. The Panel was pleased that the adjacent green space was not increased in size and would support further definition.

The Panel was supportive of the Hotel-cum-conference providing it is well integrated and not surrounded by surface parking.

The Panel would encourage the integration of self-build and co-ownership plots within the development to increase variety and encourage 'lifelong' residents into the area.

The supermarket should be seen as a great opportunity to develop relationships with new and existing communities. The correct positioning and scale of this building/s would make the area as a whole more viable and create positive integration.

### *Governance*

The Panel strongly encourages creative engagement with existing communities. It advises the development of a strong mechanism to make this engagement work positively so that the first new residents have the opportunity to feel involved and that existing communities recognise and value the benefits that they can capitalize on.

## 5. Conclusion

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It was widely recognised that there has been some dedicated, robust work behind the development of the plans to date and the aspiration to create a world class place to live and the desire to link the city with the proposed development is highly commended by the Panel.



The ambition to build a sustainable community is supported and the Panel welcomes the opportunity to work with the project team and authorities as the scheme develops.

## **Appendix 6: Cabe Design Review Panel Letter**

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28 July 2010

Jonathan Rose  
AECOM Ltd - Design and Planning  
The Johnson Building - 3rd Floor  
77 Hatton Garden  
London  
EC1N 8JS

Our ref: CSE-18648



Dear Jonathan Rose

## **CAMBRIDGE CITY COUNCIL/SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL: NORTH WEST CAMBRIDGE MASTERPLAN**

Thank you for coming to the meeting of CABE's design review panel, chaired by CABE Commissioner MJ Long, on 7 July 2010 in connection with this scheme. We appreciate your work in presenting the proposal to us. Following a site visit, a meeting with the design team and the local authority we are pleased to comment on the scheme in light of the presentation and the discussion which followed it. CABE's views, which supersede all views which may have been expressed previously, are set out below.

### *Summary*

We welcome the chance to comment on this highly significant project for Cambridge at the pre-application stage. The design team presented a logical masterplan strategy for the site which placed a clear emphasis on connectivity, landscape character and environmental sustainability. The mix and planning of uses has the potential to create a richness and vibrancy across the development. However, we think there is scope for the masterplan to reveal a stronger connection between university and community life and to create an environment that both reflects the special character of Cambridge and creates a distinctive new place that will attract people from around the world to live there.

### *Masterplan diagram*

We found the design team's narrative of the masterplan diagram clear and logical although we felt the presentation material could have been more tailored to a design review. The core objectives of ensuring a well connected development that is respectful in scale to its surroundings, a resolution to the western edge facing the

Commission for Architecture  
and the Built Environment

The government's advisor  
on architecture, urban design  
and public space

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M11, and the preservation of a strategic gap between the City and Girton as part of a wider green infrastructure strategy, are all to be commended. We are also encouraged that all these goals are underpinned by a strong commitment from the University to achieve the highest standards in environmental sustainability.

However, in our view, the masterplan could be more explicit about those qualities of the development that will define its special character. The convincing landscape strategy will play an important role in this but there is an opportunity to further strengthen place-making in the planning of uses and functions across the site.

## *Uses*

We welcome the efforts to bring academic, community and residential uses together to create a place where people can live, play, learn and work. The design team should anticipate and design out potential conflicts between uses where they overlap. For example, the location of the proposed hotel within the central park may set up a challenge when resolving the orientation of the front and back of the building and in managing the impact of its operations on the quality of this space. Similarly, the masterplan will need to reconcile the requirement of the primary school to fence off its site with the need to maintain an accessible open space for enjoyment by the wider public.

Notwithstanding these challenges, such adjacencies have the potential to create a vibrant and enduring new neighbourhood by generating a place that is rich and varied in character. In particular, the masterplan could build upon the successful social setting that Cambridge delivers to students and staff - a style of living which benefits from the close ties between the business of the University and the public life of the City. This is not to suggest a replication of the urban conditions of central Cambridge. Rather, we think the masterplan could promote a more relaxed attitude to the integration of University buildings and housing (both key worker and private) whilst creating a development that is specific to its location on the urban edge of Cambridge.

## *Block typologies*

We welcome the intention to tailor block typologies in the masterplan to help emphasise difference in character across the development, particularly in areas like the western edge where the pronounced change in levels invites a bespoke response to building form. In our view, the masterplan could go further to ensure that blocks have the flexibility to accommodate a varied mix of uses to ensure that its neighbourhoods have a life throughout the working week and weekend. This would help North West Cambridge capture the appeal of areas such as Trinity Street, Trumpington Street or King's Parade. These streets thrive from the juxtaposition of college and commercial uses, which is facilitated by the adaptability of their built



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fabric, unlike, for example, the Sidgwick Site which can be lifeless on a weekend. The ability of the public to permeate through the semi-public and private realm of the colleges is also an important feature of these areas, which could prompt an exploration of how North West Cambridge could achieve an equally flexible attitude to the mixing of working and living in the block typologies proposed.

## *Streets and spaces*

The masterplan's network of streets and spaces sets up the potential to create intriguing vistas and junctions that facilitate way-finding. The focus on walkable and cyclist friendly neighbourhoods is also welcomed and should help promote sustainable lifestyles. The design team should assure itself that this network will work efficiently to create an integrated series of neighbourhoods that support the proposed local centre to ensure its long-term viability. Equally, the attraction of the development's open spaces, both urban spaces as well as green spaces, amongst residents and the public will influence the liveability of the development; they should be given detailed design thinking at the masterplan stage. For example, the routes that thread through the site meet and cross at a significant triangle, which suggests itself as an important place in the life of the community. There is as yet no clear idea of the sort of place this might be. The team should also consider whether the green fingers will be play areas as well as serving as movement corridors. Decisions concerning the function of the western edge landscape will also be critical, both in terms of its role as amenity space and its function as an acoustic buffer to the M11. The design team should satisfy itself that the approach to this landscape mitigates the potentially high noise levels affecting homes along this edge. We are pleased to note that the landscape strategy recognises the importance of introducing planting early on to ensure that latter phases, such as the western edge, have the benefit of a mature landscape when they come to be inhabited.



## *Conclusion*

There is much to commend in the masterplan proposed. However, in our view, whilst there is a clear logic to the diagram it lacks spirit. There is a need to establish what will make North West Cambridge attractive as a place to live and work that reflects both the unique qualities of collegiate life in Cambridge and a learning environment that is fit for the 21st Century. In order to achieve this, the masterplan should define the core quality of public life it seeks to promote in the North West Cambridge development to ensure that it lives up to the expectations of a university looking to maintain its position as a global leader in teaching and research for many years to come.



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Please keep CABA in touch with the progress of this scheme. If there is any point that requires clarification, please telephone me.

Yours sincerely



Diane Haigh  
Director of design review

cc	Peter Studdert	Cambridge City Council/South Cambridgeshire District Council
	Richard Lavington	Maccreeanor Lavington
	Keith Brownlie	Wilkinson Eyre
	Jo Burton	English Heritage



## Panel members

The CABA design review panel members who attended the meeting were as follows: MJ Long (chair), Keith Bradley, Neil Deely, Noel Farrer, Jim Fox, John Lyall

## Declaration of interest

Liz Peace is a CABA commissioner and is also chief executive of the British Property Federation. In this role, she does not have direct involvement in development schemes proposed by federation members.

Keith Bradley is a CABA design review vice-chair and partner of Feilden Clegg Bradley Studios, who were involved in North West Cambridge masterplan at the first PQQ stage. All parties noted the declaration and agreed that he could review the scheme.

## Confidentiality

Since the scheme is not yet the subject of a planning application, the advice contained in this letter is offered in confidence, on condition that CABA is kept informed of the progress of the project, including when it becomes the subject of a planning application. CABA reserves the right to make its views known should the views contained in this letter be made public in whole or in part (either accurately or inaccurately). If you do not require CABA's views to be kept confidential, please contact Liz Brown (lbrown@cabe.org.uk).

Please note that CABA is subject to the Freedom of Information Act 2000 (FOIA). CABA handles requests for information according to the provisions of the Act, and its decisions under FOIA are subject to challenge. Where this letter is copied to the relevant local planning authority and other agencies, those bodies are subject to FOIA and may release information when requested irrespective of CABA's wishes.

## Affiliated panels

CABA is affiliated with independent design review panels which commits them all to shared values of service, the foundation of which are the 10 key principles for design review. Further information on affiliation can be found by visiting our website: [www.cabe.org.uk/design-review/regional](http://www.cabe.org.uk/design-review/regional).

## **Appendix 7: Working with You: Working in Partnership to create a better Community**



# WORKING WITH YOU:

Working in partnership to create a better community



**COMMUNICATIONS  
MANAGEMENT**

## INTRODUCTION:

The University of Cambridge set three clear goals as it planned its proposed mixed-use development in the North West of Cambridge:

- to create a development that helped to provide the residential and research accommodation it would need to retain and enhance its worldwide reputation;
- to create a development of high standards of design and sustainability;
- to engage with its wider communities to help inform and improve the scheme as it emerges.

The University has consulted extensively with the local community and other key stakeholders. People have been giving their views on the University's plans at a series of workshops, exhibitions, briefings, focus groups or through questionnaires and emails to our website.



*Roger Taylor; Project Director*

The feedback received has been invaluable in helping the University to develop a scheme of which the whole community can be proud. Some people were simply seeking further information about specific issues. Others had comments to make in support or opposition to various elements of the scheme. And many suggested constructive proposals to improve the development.

Every comment made has been examined by the relevant members of the professional team and taken into account in the development of the masterplan. Where possible and appropriate the University has responded directly to people to tell them what action we have taken as a result of their comments.

During the University's extensive consultation it has become clear that there are certain subjects that are of particular importance. Since many people had concerns or comments about the same issues the Project Team thought it would be useful to share the outcome of some of the most commonly asked topics and questions.

In this document the team members have identified the six main areas of interest raised during the consultation. They have outlined the key issues raised in each area and explained how they have responded to them. In some cases they have responded by explaining in more detail how we are proposing to address a particular issue. In others they have made changes to the University's plans to address specific concerns. There are some occasions where, after examining a suggestion, they have decided that it would not be possible or appropriate to make a particular change, and they explain why this is the case.

The University is very aware that many people have devoted a great deal of their personal and professional time to contributing to the consultation process and it is very grateful for all their input.

**The six subject headings are:**

- **Transport - *Page 4***
- **Sustainability - *Page 10***
- **Quality - *Page 12***
- **Open Spaces - *Page 14***
- **Other Developments in North West Cambridge - *Page 16***
- **Other Issues - *Page 19***

For each topic the team has first given a sample of comments made, taken verbatim from various elements of the University's consultation, to give a flavour of the range and variation of the issues raised. They have then looked at some of the more popular issues and shown how the University has responded to them

Full details of all the issues raised during the consultation processes are contained in the two consultation reports which are posted on the project website.

A handwritten signature in blue ink, appearing to read 'Roger Taylor', is displayed on a light blue background.

**Roger Taylor**  
**Project Director**

## **TRANSPORT**

### **You said:**

- *"I would hope that all parties wish to see any increase in the traffic along Huntingdon Road kept to an absolute minimum. The design of the new pedestrian/cycle junctions will be important too. Can I suggest that it takes Burrell's Walk as its template so that it is as cycle friendly as possible? More cyclists would then want to use it."*
- *"I would like to see a clear route from the middle of the development from Huntingdon Road to Madingley Road. And not open only to public transport."*
- *"I fear that due to the multi-council control and separate developments there might not be joined up thinking on road use."*
- *"My greatest concern is the lack of dialogue with NIAB and the urgent need for a coherent coordinated plan for transport facilities."*
- *"Buses need to run suitable hours (late night & Sunday) and not rely on existing services (Citi4 & Citi5)."*
- *"Public transport should be maximised, car usage should be discouraged, through limited parking, good public transport, and good car sharing schemes."*
- *"It is an admirable aim but I suspect that many inhabitants will need to travel within the area by car."*
- *"There is considerable concern over the impact on the infrastructure of the whole of this area from local residents. Traffic in the area of junction 13 of the M11, the nearby Park and Ride and High Cross is currently congested during peak periods and it is felt will be exacerbated with further ingress of traffic entering this point from the proposed development."*
- *Are there plans for Car Clubs?*
- *Need to identify equestrian use of bridleways, not just pedestrian and cycle route*
- *The walk home [from the University] should be open and well lit and there should be a safe place to lock up a bike that is near.*

- **The roads around your site are already very congested. How will you ensure that there is enough capacity for your site and other local developments so that the current congestion isn't made worse?**



Many people living around the site – including members of our project team – have told us repeatedly how busy the Huntingdon and Madingley Roads already are, particularly during the peak hours. People are naturally worried that our development and others planned for the areas will make this even worse. Minimising the impact of our development on the surrounding roads has become one of the key issues for our team. Getting this right



is hugely important for us, both to be good neighbours and to ensure the long-term success of our development.

As part of any transport strategy there are a number of elements needed to mitigate the impacts on the highway network. Therefore, we have developed a wide range of elements to our transport plan which together should minimise impacts on the highway network whilst maximising the opportunities for alternative modes of transport to car journeys.

The first element is to support and embrace the wider strategic transport strategy devised by the Highways Agency and Cambridgeshire County Council, which aims to reduce car use travelling into Cambridge, whilst catering for some additional growth in traffic on the highway network.

In the North West of Cambridge these authorities have plans which include improving public transport, for example through the new guided bus-way; creating a new Park and Ride to the north along the A14 corridor and enhancing the A14 to minimise traffic congestion.

Next, our emerging Green Transport Plan looks to minimise local car use, particularly at busy commuter times. Many of the people living in our new development will be working at the research establishments on site or at West Cambridge or will be studying/ working at various University sites. They will not need to drive off-site to work. Similarly, building the community hub, particularly with a primary school and nurseries, will reduce the need for car use. We believe that by making alternative transport much more attractive people will walk, cycle and use the new bus services that we will be supporting. Using a car at commuter time will not be the first choice for most residents. Our aim is that fewer than 40% of residents will travel to work by car.



To facilitate the traffic generated by our development we have developed an access strategy to intercept traffic from M11 and A14 before it gets to the residential areas along either Huntingdon or Maddingley Road. This is facilitated by main access junctions located to the north west corner of the site on Huntingdon Road and the south west corner of the site on Maddingley Road, adjacent to the existing Park and Ride. We will then be contributing to improvements on these local roads to manage the small amount of net extra traffic created by both our developments.

Cambridge County Council's own studies show that, with our transport plans, the amount of additional traffic generated from the site at peak periods will not be more than 1% of the existing volume. We know how important this is for local people so we are also undertaking our own detailed studies to test the impact.

For cyclists, the creation of a dedicated cycle path through the scheme, the Ridgeway, will make it safer and more pleasant for those currently having to cycle down Huntingdon Road, particularly at commuter time.

Outside commuter hours there is not such a problem. But even then, strategies such as including a supermarket for local use will reduce car journeys outside the local area, as reported in the recent County Council Retail Transport Study (June 2010). People have told us that they support a local supermarket, but not a huge one that would attract more traffic. We agree with this.

This is an area on which we are still working and listening to local people and it is vitally important, not least for the success of our new community, that we get this right. The planning authorities will not allow us to proceed unless we can clearly demonstrate that there is sufficient capacity to deal with any extra traffic.

- **We are concerned that developers are not working together on shared transport issues.**

Local people have told us that they are concerned about the cumulative effect of the new developments on the highways system and want us to work closely to minimise any impact.

We have dealt with this issue in two ways. First, we are talking with both the developers of the NIAB site and with the management of West Cambridge to ensure a co-ordinated approach. We are not working in a vacuum but are creating a co-ordinated approach to the traffic management throughout this area.

In addition, we and the other developers are in constant discussion with the Highways Agency, Cambridgeshire County Council, Cambridge City Council and South Cambridgeshire District Council. Their role is to take a strategic view of all the developments in this area. We are working with them to ensure that our transport plans are incorporated into the wider proposals for the area.

We know that if this is a concern for local people it will also be a concern for our future residents and this will not be good for our community's long term success. So we have to get it right.

- **How will you ensure that there is adequate public transport?**

People have told us that they do not think that the existing public transport will be sufficient to support our new community. We agree with that. Encouraging people to use public transport is central to our green transport plan to reduce congestion. With many residents working on site, and with the proximity to the City Centre we believe that, in many cases, car use will not be people's preferred option. But we need to ensure that there are good public transport alternatives.



We have started discussions with local bus operators and the County Council to plan for improved services as the development starts to take place. Having heard what people have said about the existing services we are discussing proposals which include improving the frequency of services to cut down on waiting time and overcrowding; diverting and extending services so that they incorporate wider areas; and extending services so that they link to other important destinations. Many people told us that there needs to be a better link from this area to the railway station and that has become an important part of our discussions.

Because we believe that these services are important we will potentially be providing finance to subsidise some routes to ensure that they operate.



- **Your plan for a low number of cars in the development is very ambitious – can it be achieved in reality?**

During our workshops and public exhibitions, many people questioned our ability to minimise car use and this has made us look very hard again at our plans to ensure that they are robust. At first sight they do look ambitious. Encouraging over 60% of commuters to use means other than their car to get to work is not going to be easy. But we do think it is possible with good planning. And it is essential if this development is to be a success and contribute positively to the University's future.

The main factor is the mix of uses on this site and the allocations policy that we have for the majority of residential accommodation. Many people will live and work on site and will not need to use a car to get to work. The supermarket, primary school and nurseries on site will further reduce car use, especially if we agree novel ways of delivery with the supermarket operator (for example some people have suggested that the supermarket could provide wheeled baskets to fit onto the back of bikes, which is well worth looking at).

For those that travel locally off the site we will provide better public transport and a good network of footpaths and cycle ways to encourage non-car travel. Students have asked us to ensure that these feel safe, particularly at night, so we are making safety features part of the design.

For those that do need to use cars we are examining reduction schemes such as car sharing and car clubs.

Taken together we believe that these measures will help us meet our targets, but we are still keen to hear other ideas to incorporate into our green travel plan.

- **Will you improve access to the A14 and the M11?**



The potential impact of our development on the local road network has been a major issue during our consultations. Some people have suggested that we might need to improve access to the A14 and M11.

We support improvement of these major roads but this is outside our area of responsibility. The Highways Agency is responsible for these roads. Our task is to ensure that the local roads have sufficient capacity to deal with any traffic created.

The University's West Cambridge Development already has a commitment to widen the Maddingley Road to improve the connections to the M11 so this will need to be factored into the detailed assessment of the development.

The main entrance to the development from the Huntingdon Road will be from the dual carriageway section and this will minimise the impact on the A14.

- **What impact will a change to the planned A14 upgrade have on the project?**

The Government has been reconsidering all major transport schemes as part of its review of public expenditure. It has now announced that it will not be proceeding with the proposed scheme for the A14 upgrade. Whilst the A14 project was not included in the list of those that have been cancelled, the Government has said that it wishes

to examine alternative methods for managing traffic volumes on this stretch of the A14.

The University is discussing this issue with the Highways Agency and the highways authority and will keep stakeholders informed as soon as it is clearer about the implications of this decision.

- **Will you be creating a road through the development to link Huntingdon Road to Madingley Road? Will this become a rat-run?**

Local people have told us that Storey's Way is used by many drivers as a rat run between the Huntingdon and Madingley Roads. We are proposing to create a new road through our site which will link these two roads. Inevitably some people will use this as a rat-run but we will be designing it to discourage this type of use.

There will be a 20mph speed limit designed into the roads (for example with speed bumps and road narrowing) and the part of the road that will run through the local centre and community facilities will be restricted to public transport. This means that private car drivers will have to take a longer, more circuitous route which will not be so attractive.

Some people have suggested that a new junction to enable cars to join the Madingley Road from the M11 might reduce these rat-runs. However, this is not seen by the Highways Agency or Cambridgeshire County Council as a practical nor deliverable solution.

- **What type of parking is envisaged and is it different to West Cambridge?**

During the consultations some people said that they did not like the idea of large areas of car parking, like on West Cambridge. We have worked hard to develop a car parking plan which meets these concerns and is most appropriate for the type of community we want to create.



It will be different from West Cambridge. Parking will be at ground level or below ground with different types of parking for different users. We believe that a majority of people living on the site will not use cars to get to work and so there will be reduced car parking standards for the University housing and at the research facilities. As is the University's practice, those living in the post-graduate student accommodation will not be allowed to have cars. Parking for residential use will mainly be off street and related to individual homes and blocks and will meet the Area Action Plan standards.

We do not want parking to dominate the scheme and have worked hard to ensure that it will be provided in the most unobtrusive ways making good use of the natural contours of the site by constructing below ground car parking shared between major buildings.

- **You should be providing more bridleways**

Improved public access through and beyond the site has been raised as a potentially important benefit for local people. We agree with this and have looked at how best to maximise public access.

At present the majority of the land is not open to the public and there are only a few, although important, opportunities for public access, including bridleways. We want to change this.

Over one third of the site will be public open space, some used for formal recreation but much for informal use such as walking, picnicking and playing. This will be a major addition to local amenities and we see it as a vital part of creating a sustainable and thriving community.

The Highways Agency has proposed an upgraded bridleway as part of the A14 enhancement and we support this. It would include a crossing of the Huntingdon Road.

In addition, we have made it clear to the highway authorities that we are keen to work with them to improve bridleways on the site particularly if they can deliver connections across Madingley Road and other areas that are outside our control.

- **How will you encourage walking and cycling with safety initiatives, particularly for students?**



Unsurprisingly, our proposals for walking and particularly for cycling have generated a great deal of discussion throughout our consultations. We are grateful for the many very practical and considered suggestions which have helped to ensure that ours will be one of the country's most pedestrian and cycle friendly communities.

At such an early stage we are able to design features which will give cyclists and pedestrians safer and more pleasant journeys both within the site and beyond. The Ridgeway will be a dedicated cycle route through the site but there will also be a network of cycle and walking routes throughout the development.

We will design-out potential conflict points for example through providing junctions that will prioritise walking and cycling over other transport, such as cars and buses. We also aim to provide state of the art cycling facilities, including covered racks and high quality changing and showering facilities in buildings.

Security at night has been raised many times and we will ensure that walking and cycling routes are well lit and designed to make people feel safe at night.

We have also been looking at softer initiatives such as cycle training and the Walking Bus for local school journeys.

- **You need to ensure that bikes are secure and convenient to get to when parked**

Safe and secure parking for bikes has been raised many times and we have responded to this by designing into the scheme over 10,000 bike parking spaces.

These will be located throughout the site, both at residential and commercial developments as well as near bus stops.

The parking spaces will be covered, well lit and conveniently located near to entrances.

## **SUSTAINABILITY**

### **You said:**

- *"It looks like your current sustainability goals are largely just minimum standards for a 2016 timeframe development. I would encourage you to push the boundaries and aim for zero carbon housing, at least for a percentage of your development."*
- *"PassivHaus/Code 4 standards are essential. Code 5 is laudable if the University is prepared to subsidise extra cost."*
- *'Energy Centre – what does that mean? What size and type of energy will it be?'*
- *Code levels- why not Code 6 from the outset? Difference between 5 & 6 is minimal. Need level 6 from 2016*
- *Government ideas: smart meters, restricted hours on fridge/ freezers – impact on house prices?*

### **• Are you really aiming for the very highest environmental standards? Can't you push even further?**

Consultees from within and outside the University have made it very clear that they expect the University to meet high sustainability standards with this development. We share that view and are constantly enhancing our plans to reflect this.



We are very confident that the North West Cambridge project, even as currently planned, will be one of the most sustainable developments in the United Kingdom. But we are still working to push it further, particularly by building in the flexibility to use new technologies as standards emerge during the lifetime of the development.

With the residential elements, for example, all dwellings will be aiming for Level 5 (out of 6) of the Government's Code for Sustainable Homes from the start of development in 2012. Level 5 of the Code represents a major leap forward in sustainability standards and will mean that the dwellings we build have some of the lowest energy and water use in the country and in the Cambridge area (even compared to the other expansion sites). From 2016 homes will be built to Code Level 6.

Some have asked why we are not building to Code Level 6 from the start. Both levels 5 and 6 of the Code require developers to design dwellings to the same extremely high level of energy efficiency and install the maximum amount of on-site renewable energy technologies. This means that adopting Code 6 from the start would not result in any greater on-site carbon savings or substantially alter the

energy strategy we have adopted. The difference between Code 5 and Code 6 lies in the level of payment into carbon offset schemes to mitigate any residual carbon emissions.

- **You should use the commercial receipts to subsidise the cost of high environmental standards**

We are. The cost of delivering these high environmental standards is substantial and the University will be financing these without any public subsidy.

- **What will the energy centre look like? Will you be employing the latest sustainable technologies?**



Many people have been asking for more information about the form of energy provision on site because this is an important element in creating a sustainable development. This is likely to develop over time as the site grows and new technological advances are made.

At the early stage the proposed energy centre will be located within the Local Centre and also be used as an education resource to teach residents and visitors about sustainable living. One option under consideration is to make the building a key architectural feature, with sustainable technologies on show, as a signpost of the sustainable aspirations of the development.

The centre will house a small, highly efficient, gas power station to produce electricity for the site. This reduces carbon emissions since the surrounding buildings can make use of the vast amounts of waste heat produced from the production of electricity – unlike large power stations located in the countryside.

An advantage of such an energy centre is that it can be provided incrementally, which means that heat and power can be provided for efficiently as the scheme grows through phased development.

Under the Area Action Plan (the adopted planning policy for the area) and by its own desire, the University is required to maximize sustainability and examine other methods of energy and heat production over time, which is why a site is also being reserved for a possible alternative energy source in the future.

- **Graduates are very concerned to keep costs low. Will residents be able to control individual energy consumption in student residences, for example through being able to control heating and lighting in their own room, separate billing to encourage more economic use.**

In the focus groups we held with under-graduates and post-graduates this was a big issue. It is clear that individuals want to have responsibility over their own energy use. We also propose to install separate metering in all key worker homes so that those who save energy will be able to benefit from the energy cost reductions.

The student accommodation will have thermostatic heating controls and lighting controls in each room so that occupants can control their energy use. We will investigate separate metering of student bedrooms, but is not proposed at the moment because of the costs and complexities of metering and billing so many rooms. However, this could change over time as technologies improve.

- **How will you ensure that you don't increase the flood risk for existing and future properties?**

Some people living around the site sought assurances that the development would not increase the flood risk to their neighbourhoods. We are therefore working hard to ensure that we will have no negative impact in this area.

Because we are addressing this at an early stage we can use design to manage effectively the water that will collect on site. We will use the natural slope from the centre of the site to the west as a way of channeling water into carefully designed ponds on the open space adjacent to the M11. We can then release this water over time into the Washpit Brook so that existing flow rates will not be exceeded. This means that there will be no adverse impact from flooding on the surrounding area.

In addition, we are currently running a computer simulation model of the Washpit Brook for various storm intensities to ensure that development complies with the Environment Agency's regulations for building next to water courses.

## **QUALITY**

You said:

- *"The buildings should be of a high class. We do not want an Arbury Park or certain buildings which have appeared on the West Cambridge site."*
- *"I am very worried about how this new development will change the area's present character."*
- *"If this development has to happen, then the developers MUST be kept up to the mark on providing proper facilities and the highest eco-standards. They should NOT be allowed to drive the project, as so often happens elsewhere."*
- *High design quality, but need to see what is included in design codes and what is required from developers.*

- **How do we know you will ensure the quality of the development and buildings? And how will you maintain the character of the area?**

People in Cambridge have seen many new developments over recent years built to various levels of quality. Consultees want assurances from the University that the development will be high quality.

The University has been in Cambridge for 800 years and has developed some of the world's most beautiful buildings in that time. It is important to appreciate how the success of North West Cambridge will be central to the future prosperity of the University. It has to be high quality accommodation if the University is to attract the world's top academics, researchers, support staff and research establishments. This is a major incentive for good design, both of buildings and the wider community elements.



At this early stage the University is preparing an outline planning application and specific matters of design will be addressed in future, detailed planning submissions for individual phases of the development

But already our experts have already commenced the development of design codes that will meet the high aspirations of the people who will live and work in this development and its facilities in the years to come. The overall character of the area is maintained through retention of certain existing features; open spaces; new housing sympathetic to existing design in the city; and new community services which will include a school, health centre, leisure and shopping facilities.

- **How will the University actively manage the residences to ensure standards are kept high?**

Some people were concerned to know how the University will ensure that its high aspirations for the site would be met and retained over the years. We have looked very closely at how we can achieve this because the long-term success of the development is vital for the University.

The University will retain ownership of the majority of the land on the site and this will enable it to maintain high standards. Even those elements used for private housing are likely to be sold on a basis that will require a contribution towards the overall maintenance of the Estate by the University. The graduate and key worker residences will be managed by a company established by the University.



- **We are not happy with the density of housing on the site. How will you ensure that this is in keeping with the surrounding area?**

The density on site is a very important issue that has been the subject of lots of debate which still continues. The Area Action Plan allows for up to 3,000 homes and accommodation for 2,000 post-graduates and design guidelines require specific densities to be achieved. The challenge has been to fit this number of homes onto the site – together with the other uses – in a way that creates a quality environment.

We are proposing a range of densities in different areas of the site which, taken together will achieve the average density of a minimum of 50 units per hectare as determined by the local planning policy.

Having discussed our proposals with our local neighbours we have agreed to provide low density housing with large gardens close to their boundaries to reduce the impact. The density will rise towards the centre of the development with tallest buildings at about five storeys high around the local centre, with the majority at three or four storeys.

We believe that the site is large enough to accommodate a sensible and sensitive mix of densities without having a negative impact on the surrounding area. In fact we believe that the range of densities will deliver a less uniform and more interesting community.

## **OPEN SPACES**

You said:

- *"The key factor for local residents is the loss of current open space (playing fields, for example) as a result of colleges making agreements with the University. That needs to be up-front and assurances given that there will be no land for land deals. If there is, there will be a considerable backlash locally!"*
- *"I run along the chestnut avenue to the observatory - you must take care of the trees there."*
- *"[We want] guarantees trees in conservation area next to 34 Storey's Way will not be chopped down."*
- *"Not sure how you integrate an SSSI into a public space."*
- *"[We are concerned about the] protection of the Parish of the Ascension burial site (aka St Giles Cemetery). No access from the development and no dogs."*
- *"[We want a] guarantee of density of housing in keeping with conservation area."*
- *If possible to have community facilities in [Storey's Field] would help to make the community function better, for neighbours to get to know each other better*
- *Create an open living space not a dormitory town (shops, gardens, playgrounds.)*

- **You must ensure that open spaces are available for local people to continue to use**

One of the elements that most excited consultees was the level of open spaces planned. People were keen to ensure that we provided a large amount of public space within the development. Currently there is limited access to the site and we are proposing to change that dramatically. Our plans provide public open space on over one third of the development site and we have been guided by public's views when looking at the mix of uses for it.

Some of the open space will be laid out for formal recreation, such as football and cricket. Much will be for informal use by the public such as walking, playing and picnicking.

Storey's Field, the main area of open space, will be large (about the size of Parkers Piece) with a mix of formal and informal uses. The large area of land adjacent to the M11 will largely be informal public space with fields, landscaping and ponds. Throughout the site there will be green spaces all of which can be enjoyed both by residents and neighbours.



- **You must protect trees in the conservation area of the site and the avenue of chestnut trees**



Although there are few large existing trees on the site consultees have been very clear that they want these preserved, in particular the avenue of chestnut trees. We have designed the site to ensure that significant trees are incorporated and in many cases enhance their standing.

The chestnut avenue will now form a central part of the development as a key pedestrian entry. We want to increase significantly the number of trees on the site and are planning to plant these early in the process so that they are more mature as construction starts on later parts of the development.

#### • **How will the Sites of Special Scientific Interest be protected?**

The Travellers Rest SSSI is an important geological site and one which people are keen that we should protect. We are working with Natural England to ensure that the site is sympathetically incorporated into the development as part of the Storey's Field open space in a way that will give it long term protection.

It will be carefully managed to preserve the special environmental features it contains. No development will occur in the protected SSSI area, and to ensure this there will be a 'buffer' zone to provide access.

#### • **How will you secure the privacy of the Parish of the Ascension burial site?**

The impact of our development on the neighbouring burial site is a major concern for many people, particularly close neighbours. We are very sensitive to this and will do all that we can to protect its privacy and tranquillity.

Land adjacent to the burial ground will not be used for noisy activities to preserve its peaceful setting. We will ensure that the boundary between our development and the burial ground is strong and impermeable.

There will be no through way from the site onto All Souls Lane so that we are not encouraging greater traffic past the burial ground.

#### • **Storey's Field should be open for everyone to use**

Neighbours were very keen to ensure that the major proposed open space, Storey's Field, will be available for everyone to use. We can confirm this and have worked hard to make this space an integral element for creating a strong community and integrating it with its neighbours.

## **OTHER DEVELOPMENTS IN NORTH WEST CAMBRIDGE**

You said:

- *"What element of overlap between NIAB and the NW site is likely to ensure community support for existing local residents and the incoming?"*
- *"The risk is that these facilities are used as an excuse to short change the community on the NIAB site. Otherwise, good facilities - but making rooms for hire - for local groups, for worship?"*
- *"I would like to see space reserved for a church to serve the local community. This probably wouldn't be viable immediately until there was a significant community of believers in the area, but it would be desirable to leave some space "reserved" for future use for a public place of worship. If a reserved piece of land is not possible, then at the very least I would like to see the Community Centre containing a number of large hireable halls available at a non-profit-making rate where future faith communities could hold their weekly meetings."*
- *"I am worried about the total impact of the three developments swathing the North West of Cambridge - Orchard Park, NIAB (my house borders directly on the fields) and now this one. It's too much for such a small city."*
- *"There will be an impact of the size of supermarket – in terms of traffic impacts, impacts on other commercial opportunities on NWC."*
- *Cycle and public transport link between NIAB, NWC, West Cambridge, Chesterton Sidings*
- *Concerns about area becoming too much of a University campus/ ghetto – need to integrate with the rest of the community*

### **• Can't you work closer with other developers to create shared community facilities?**

Local people are aware that ours is just one of the major developments proposed for this part of Cambridge and many have questioned how closely these are being coordinated, particularly in relation to community facilities.

The neighbouring NIAB site already has a planning application submitted to the local planning authorities and this somewhat restricts the scope for integration although the local planning authorities are working to ensure that between us we provide the necessary community facilities. The most important element will be the proposed secondary school which will be provided on the second NIAB site to serve the needs of both sites. The University will make a significant financial contribution to its construction.

We envisage that the community facilities planned on our site, for example the supermarket and hotel, will be used by local people from the wider area which should restrict the need for longer car journeys.

We are planning improved pedestrian crossings on the Huntingdon Road and a bus route linking both sites to make it easy for people to move from one to the other.

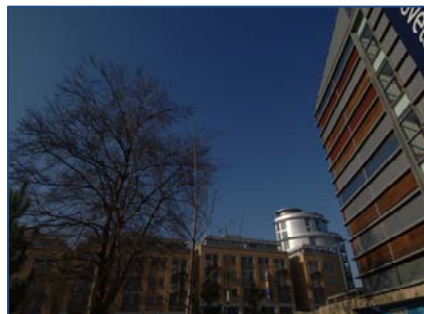
- **There need to be religious facilities for the new local community – what will these be?**

The University believes that faith plays an important role in creating a strong community. It has therefore convened a group representing all faiths in Cambridge to determine what provision is most appropriate.

The University does not feel that a dedicated new faith building is necessary on the site but is continuing to work with the faith group to explore innovative ways of encouraging an active faith community. This may include shared-use of planned community buildings which could be designed to meet the needs of the different faiths.

- **There is already a large amount of new development in North West Cambridge – it is too much**

Some people expressed concern to us about the overall impact of the various developments taking place or planned around Cambridge. This is largely out of our control. The local planning authorities are working to meet centrally set housing targets (although under the new Government this may change) and are responsible for ensuring that the infrastructure necessary to support all new development is provided, either by the public or private sector.



What is important in relation to our site is that the University is not undertaking speculative development for profit. Most of the accommodation that the University is creating is to house key university workers and research graduates. The University's proposals are directly related to providing much of the research and residential accommodation that the University will need over the next 20 years or so if it is to retain and enhance its position as one of the world's top universities. That is what makes this development different from most of the others.

Also, because the development is so important to the University's future, the University will retain ownership of most of the land. It must ensure that it creates and maintains a high quality, sustainable community that attracts world class individuals and research organisations. This is what makes the North West Cambridge site so different from most of the other developments taking place in the area.

- **We don't want another huge supermarket here**

Some consultees were worried about rumours about the size of the supermarket that the University is proposing for the site. They were concerned that there should not be another hypermarket size store on the scale of Tesco at Bar Hill.

The University has been clear that it does not see a store of this size as necessary or desirable for this site. The supermarket must be big enough to serve all the grocery needs of local people both to be a true community facility and to ensure that people can do their full weekly shop without having to drive further afield. But we do not want a huge store that would attract people from far and wide or that would make it difficult to integrate in the local centre of the development.

One option in the Councils' recent study into supermarket need and provision proposes a store of 2,000 square metres (net) on our site which seems a sensible size and is consistent with what the University is currently proposing.

- **You must integrate with the existing community – we don't want this to become a university ghetto**

The issue about the mix of uses and accommodation types on the site has been keenly debated and is still being discussed.

The site is large and will contain a wide mix of uses including research establishments, community facilities, open space and a range of different residential accommodation. One of the great strengths of the University of Cambridge is the way in which the Colleges provide an environment where academics live and work closely together, which is important to inspire and enhance creative thinking. The University wants to ensure that this productive academic environment is replicated at North West Cambridge, whilst being conscious of the need to create a wider community amongst all of the residents and workers on the site. We are therefore still discussing with the planning authorities how we can balance the need to concentrate University employees with the council's policies on creating mixed developments.

## **OTHER ISSUES**

- **Why don't you provide allotments for all of the new homes?**

As we discussed our proposals with various individuals and bodies, it became clear that there was going to be a demand for allotments.

We are confident that the 2.6 hectares (around 6 acres) of land that we have provided for allotments will meet this demand. In addition, many of the new houses will also have private gardens.

- **Please ensure that there is good access for prams**

Many young families are likely to live on the site and that is why we will be providing a primary school and nurseries. But we want to make it easy for parents to walk to all of the facilities on site with their children and that is why we will be ensuring that the paths and buildings are accessible and secure for people with prams and wheelchairs and that the primary school is in close proximity to the local centre.

- **Will there be opportunities for self builders not just developers?**

Some people have suggested that there should be scope for self build homes on the site. We have looked at this but it is not a preferred option. To generate the funds needed to finance the development we are proposing to sell serviced areas of land (possibly on long leases) to house builders. They will then seek full planning permission to build housing that meets the University's design codes and contributes to the University's overall vision for the site. The University is not convinced that self build would fit easily with this model.

- **Is this development necessary for the University's future?**

Yes. If the University is to maintain and enhance its worldwide reputation it needs to attract and retain the world's best academics and researchers. This means that it needs to continue to invest in high quality research and residential accommodation. The North West Cambridge Development is a major element of this provision.

- **Is there the potential for a post-doctoral college?**

At this stage there are no specific plans for a new college on the site, but the University but there is the capacity to bring forward such a proposal in the future if the opportunity arose. That is why the masterplan is being designed to be flexible enough to accommodate changing situations over the 20 year life of the development of this site.

- **You must ensure that student residences are affordable**

Students and others were very keen to ensure that the accommodation for graduates and other key workers was affordable.

The University is keen to attract the world's best research graduates and having accommodation that is high quality and affordable will play a key part in this.

The University is still working on a draft policy for allocation and rent levels for its key worker housing. The goal is to provide accommodation that is high quality but below market rents so that it is affordable to the different groups of people living there.

## **THE FUTURE**



This document gives a flavour of the wide range of issues raised by the University's neighbours and key internal and external stakeholders. The project has been enriched and enhanced by the very constructive proposals made by the many different people who have an interest in the development and the identification of issues that are important to them.

Where possible these have been incorporated and addressed as the masterplan has evolved over the past few years. The University is very grateful for the time invested by so many people in ensuring that it creates a community of which everyone in Cambridge can be proud.

The project still has to obtain planning permission, both in outline for the overall masterplan proposals and then for each detailed element. Construction is due to be phased over twenty years to meet the University's requirements as they evolve. The University looks forward to continuing its very constructive dialogue with all those who wish to see this new community succeed.

*Thank you*

